Press Release

TTK Prestige sign Bollywood's top celebrity power couple Aishwarya Rai Bachchan & Abhishek Bachchan as brand ambassadors

Revive the iconic campaign 'Jo biwi se kare pyaar, woh Prestige se kaise kare inkaar'

Mumbai, September 30, 2013:

In a landmark announcement, TTK Prestige, India's No.1 kitchen appliances brand, revealed Aishwarya Rai Bachchan & Abhishek Bachchan - Bollywood's biggest celebrity couple as its brand ambassadors. The brand Prestige is re-introducing the iconic line 'Jo biwi se kare pyaar, woh Prestige se kaise kare inkaar' in a mega advertising campaign with the celebrity couple. Aishwarya Rai Bachchan & Abhishek Bachchan are coming together after a long gap for this campaign directed by Amit Sharma - one of industry's best and conceptualized by DDB Mudra.

Representing the true spirit of 'Simmering love, togetherness...and food', Aishwarya & Abhishek Bachchan will appeal to the modern day consumers of Prestige who are busy working couples and find kitchen a perfectly good place to bond. A comprehensive print and digital campaign will feature six new TV commercials breaking new ground in the Indian advertising industry.

Present on the occasion, **Mr. T.T.Jagannathan, Executive Chairman, TTK Prestige** said, "Prestige has always lead the path on innovation and set benchmarks in the kitchen appliances industry. The decision to bring back the universal, timeless campaign 'Jo biwi se kare pyaar, woh Prestige se kaise kare inkaar' is significant. And having Aishwarya & Abhishek Bachchan as brand ambassadors re-emphasizes our leadership in the industry. I would like to extend my warm welcome to both into the family of TTK Prestige."

Mr. Srinivasan Ravichandran, Managing Director, TTK Prestige further added, "It is the first time that a kitchen appliances brand has chosen a high profile Bollywood couple as brand ambassadors. The strategy is to differentiate the brand in the market with the right dose of imagery and glam quotient. We are happy to have Aishwarya & Abhishek endorse our brand and help us take the brand to newer heights."

Speaking on the couple's association, **Aishwarya Rai Bachchan** said, "Endorsing India's No.1 kitchen appliances brand is a great opportunity and I am privileged to be associated with Prestige. The brand name Prestige immediately brings to mind the tagline... 'Jo biwi se kare pyaar, woh Prestige se kaise kare inkaar'. I distinctly recall this memorable line; it is a phrase that transcends time. I am glad that Prestige believes in it and has held on to it. It is traditional yet so relevant to our present day lives. The essence of the campaign truly reflects Abhishek and me, as we are contemporary in our outlook yet rooted in tradition. "

Abhishek Bachchan added, "The fact that TTK Prestige has been around for more than 60 years is a clear indication of the relevance and reliability of the brand. It is therefore an honour to work on the campaign for a brand that inspires such loyalty. Frankly, cooking is no longer a boring chore and I would recommend it as a perfect way to bond. The campaign provides a discreet view of our lives. You will see us in a new light. Both Aishwarya and I identify with the campaign in many ways. It is honest in bringing out that cooking in the kitchen can be fun and an enjoyable experience when enabled with a fantastic range of products from Prestige."

TTK Prestige first aired the 'Jo biwi se kare pyaar, woh Prestige se kaise kare inkaar' advertising campaign in 1982. It went on to become an instant hit with consumers that has continued to resonate till this day with the Indian consumer.

About TTK Prestige:

TTK Prestige Limited is a part of the Rs.2500 crore TTK Group. The company is the leading provider of kitchen appliances in the country and has a varied product portfolio ranging from pressure cookers, non-stick cookware, and gas stoves to electrical appliances and kitchen tools. The company also has a series of exclusive retail showrooms called Prestige Smart Kitchens across the country.

The company has been at the forefront of innovation in the Kitchen segment and has been the fastest growing company in the kitchen appliance space. The Prestige brand is [redacted]