

Lloyd launches new campaign ‘Khayaal jo ghar ko ghar banaye’ through its Lloyd Grande heavy duty air conditioner.

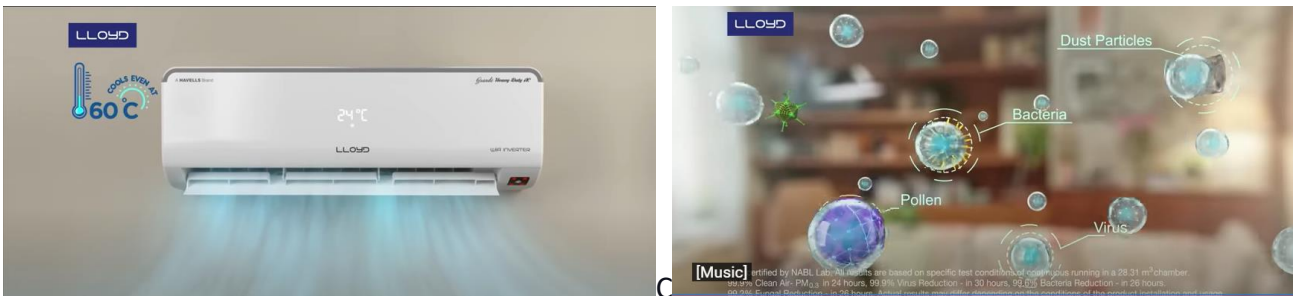
Starring Bollywood Couple Ranveer Singh & Deepika Padukone in the campaign

National, XXX March 2023: Home is considered the epitome of love and care, it is this “**Khayaal**” by our loved ones that makes us feel cared for, loved, and pampered at home. Building on to this strong emotion, Lloyd, a leading consumer durable brand from Havells India, launched new campaign starring Deepika Padukone and Ranveer Singh. The newly launched campaign promotes Lloyd Grande heavy duty air conditioner range and position it as an enabler of the care and love at home.

Conceptualised and created by McCann, the Lloyd campaign film is focussed on driving differentiation and deliver on its newly introduced brand promise of ‘**Khayaal jo ghar ko ghar banaye**’. The storyline of the ad film takes a creative, fun route and tries to build on the ultimate symbol of “**Khayaal (care)**” and “**Khushi (happiness)**” – the home. It beautifully depicts Deepika’s gesture for Ranveer when he crashes on the sofa the cool gush of air hits his sweaty face. He looks at the Deepika lovingly and Deepika highlights the core thought of the brand through her gesture ‘**Jaan ho meri, khayaal toh rakhna padega na**’. The campaign storyline cements the brand promise by showcasing the superior features of Lloyd Grande heavy duty air conditioner with powerful cooling (even at 60 degrees) and indoor air purification to create a stronger brand connect.



Mr. Alok Tickoo, Executive Vice President, Lloyd, said, “We are delighted to launch our summer campaign to further deepen consumer connect and strengthen our presence in the Northern region. Our campaign showcase that the Lloyd Grande heavy duty range offers most convenient and comfortable environment at home even at a temperature 60 degrees outside with plasma protective shield.”



Commenting on the campaign, Mr. Rohit Kapoor, EVP – Brand Marcom, Havells India Ltd said, “Our attempt with the launch of summer campaign is to integrate Lloyd air conditioner performance and the emotion of a home with the brand. The home provides a natural setting for all consumer durables to be used and showcased. Therefore, our brand promise ‘Khayaal jo ghar ko ghar banaye’ resonates with our vision to build greater trust and affinity for air conditioner portfolio.

A HAVELLS Brand



Khayaal jo ghar ko
ghar banaye



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The mega campaign will be supported with extensive media push. The 360-degree campaign is live and promoted across all mediums – Television, Digital, Print, Outdoor and BTL and retail visibility. It will be aired on Cricket, GEC, movie, news, and regional channels.

Link to Ad Film 1- Deepika & Ranveer Singh:

YouTube- <https://youtu.be/ugnAz0h5Rcc> (Hindi)

ABOUT HAVELLS

Havells India Ltd is a leading FMEG (Fast moving electrical goods) and a consumer durable company, with a presence across 60 countries. Its product range includes Industrial & Domestic electrical goods and consumer durables. Havells owns prestigious brands like Havells, Lloyd, Crabtree, Standard and Reo.

About Lloyd

Lloyd, a consumer durable brand owned by Havells India Ltd. has a bouquet of technologically advanced and aesthetically designed home appliances like, Air Conditioners, Washing machines, Refrigerators and LED TVs. Lloyd has a dedicated distribution & service network spread across the country with over 10000 direct and indirect dealers and 485 authorized service centres.

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