

## Lloyd extends Heartwarming ‘Khayaal jo ghar ko ghar banaye’ campaign

*Starring leading South actors Mohan Lal and Anusree in the campaign*

**National, 10<sup>th</sup> August 2023:** Onam is the biggest festival in the state of Kerala, celebrated with joy and enthusiasm with loved ones and family members. Onam is the perfect time for consumers to invest in durables or home appliances bringing cheer at home during this festive season. **Celebrating the festive spirit of Onam, Havells extends** its campaign thought ‘*Khayaal jo ghar ko ghar banaye*’ with its latest ad campaign starring leading actors Mohan Lal and Anusree to promote Lloyd Estello washing machine and Lloyd refrigerator as an enabler of the care and love at home.

Building on this strong emotion, Lloyd, a leading consumer durable brand signify home is regarded as the ultimate embodiment of affection and nurturance. It is the thoughtfulness and concern of our dear ones, this ‘*Khayaal*’ that bring us a sense of being cherished, valued, and indulged within the confines of our dwelling.

Conceptualized and created by McCann, the latest Lloyd campaign film is focussed on driving differentiation and delivering on its recently introduced brand promise of ‘*Khayaal jo ghar ko ghar banaye*’. The storyline of the ad film subtly highlights the gesture of care through



a charming story of Mohan Lal and Anusree as a couple. The film is set inside a bedroom and captures the wife (Anusree) who is planning to wear an outfit the following day. However, she spots stains on the outfit and puts it aside. The husband, Mohan Lal, takes the initiative to wash the dress overnight using the Lloyd Estello Washing Machine, showcasing thoughtfulness. The ad film beautifully underlines the everyday small gesture of care with the help of a Lloyd product and makes the emotion of a home associated with Lloyd. The campaign storyline accentuates the brand promise by showcasing the superior features of the Lloyd Estello washing machine equipped with an advanced built-in heater removing 99.9% bacteria and ensuring that clothes are stains and germ-free.

The second ad film showcases a video chat between the couple, Mohan Lal, and Anusree. In the scene, Mohan Lal is seen having his dinner and he inquires about Anusree's dinner. Anusree informs him that she didn't have the time to cook, and there's nothing available at the moment. In a thoughtful gesture, Mohan Lal asks Anusree to open the refrigerator. To her pleasant surprise, she discovers that her husband has already prepared dinner and stored it in the fridge. This heartwarming moment emphasizes the caring nature of the husband, who ensures that his wife gets fresh and nutritious food. The advertisement focuses on Lloyd's refrigerator with ten-vent technology, which maintains freshness for a longer period, showcasing how it cares for your loved ones just like you do.



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Talking about the campaign, **Mr Rajesh Rathi, Executive Vice President, Havells India** said, *"We are delighted to extend our campaign that celebrates the brand ethos of 'Khayaal' and 'Khushi' during the Onam festival. The campaign creatively captures the best-in-class features of the Lloyd Estello washing machine and Lloyd refrigerator that cater to consumer demand. We are confident that going forward we will strengthen our position in the washing machine, and refrigerator segment addressing the evolving needs of new-age consumers."*

Commenting on the launch of the new campaign, **Mr Rohit Kapoor, Executive Vice President-Marketing, Havells India**, said, *"Through our campaign 'Khayaal jo ghar ko ghar banaye' we aim to capture the very spirit of Onam – a time when homes are filled with love and joy. At Havells, we understand the significance of home as a place where care and love flourish. Our latest ad campaign, featuring the esteemed actors Mohan Lal and Anusree, highlights the role of Lloyd Estello washing machine and Lloyd refrigerator in nurturing these bonds. Just as Onam brings families closer, our appliances too play a vital role in enhancing the warmth and happiness within households."*

The festive campaign is live and promoted across all mediums – **Television, Digital, Radio, Print, Outdoor & BTL and retail visibility**. It will be aired on GEC, movie, news, and regional channels.

With Onam around the corner, Lloyd is also introducing the '**Va Mone Dinesha**' initiative and bring new opportunities for consumers to indulge in exciting range of Lloyd products. Packed with attractive propositions such as finance schemes, extended warranty, and assured gifts on purchase of Lloyd range of products, the initiative aims to add new festive cheer on the auspicious occasion of Onam and is valid till end of August. Every customer planning to purchase Lloyd appliances (LED TV, washing machine, refrigerator, AC) will be entitled to get Lloyd Exclusive Offers which will allow end user to get assured rewards and discount benefits worth up to Rs. 25,000. During Onam period Lloyd announced additional extended warranty of three years on LED TV, 10 Year warranty on wash Motor and 5 Year warranty on spin motor for washing machine, 1 Year warranty on refrigerator and additional 9 Years on Compressor and 5 Year warranty on air conditioners.

*As a part of this 360-degree campaign, Havells is also promoting its existing product campaigns on Hexo MG and Havells Induction Cook Top. The campaign features Mamta Mohan Das showcasing how festive cooking can be hassle-free and fun, with the help of Havells Kitchen appliances.*



#### Link to Ad Films

Washing machine ad film: <https://youtu.be/40az1JH9c9c>

Refrigerator ad film: <https://youtu.be/mnEQpvXsh4Q>

#### 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.

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