

Acrysil Limited ropes in Bollywood celebrity 'Vaani Kapoor' for the new marketing campaign under the brand 'Carysil'

Bhavnagar, September 23, 2021

Acrysil Limited, largest manufacturer of "Quartz Kitchen Sinks" in Asia with German Technology, has signed famous Bollywood celebrity '**Vaani Kapoor**' for new marketing campaign of its '**Carysil**' Brand. Under the '**Carysil**' brand, company sells lifestyle kitchen sinks and built-in appliances. The association of Vani Kapoor will help the company to strength its brand position and create a brand recall for lifestyle products among the youth.

Company has always emphasized on the importance of manufacturing high quality new age products which are targeted towards meeting the increasing demand of quality and aesthetics. The marketing campaign will help in brand building and creating recall value for the Carysil products in the domestic market. The Company is also focused on strengthening the distribution channels across India.

With her wide appeal across the youth, Vaani Kapoor's association with Brand '**Carysil**' is set to blend perfectly with the ethos of the brand as leader in lifestyle kitchen products.

Commenting on the above, Mr. Chirag Parekh, Chairman & Managing Director, Acrysil Limited said:

"We are excited on collaborating with '**Vaani Kapoor**' for the marketing campaign of our '**Carysil**' Brand. She has a huge fan following and also has an influential presence on social media. She is a very talented actor, and her personality completely resonates with our brand ethos of delivering the best. We believe this association will further deepen the brands connect, increase brand recall, give users a greater sense of purpose and drive greater consumption of Carysil products across the country."

On her association with Brand 'Carysil', Vaani Kapoor, said, "I am truly excited with my association with '**Carysil**' brand and looking forward to this collaboration. This association has given me opportunity to reach out to millions of youth and encourage them to go ahead and look at the niche and innovative products offered."

About Acrysil Limited:

Acrysil Limited was incorporated in 1987 and is engaged in the manufacturing of Composite Quartz Sinks. The Company started its operations with the help of technical collaboration with 'Schock & Co.', Germany and largest manufacturers of Quartz Kitchen Sinks in ASIA with German technology. The Company has its manufacturing plant at Bhavnagar, Gujarat and has a total installed production capacity of 700,000 sinks per annum as on date. The Company is also into manufacturing of Stainless-Steel Kitchen Sinks with core focus on 'Quadro Sinks' and dealing into a complete range of built-in Kitchen Appliances under its '**Carysil**' Brand having varieties of Kitchen Chimneys, Dishwashers, Cook-tops, Built in Ovens, Wine - Chillers etc. The Company also offers Bathroom solutions like Premium Sanitary ware, Washbasins, Composite 3D Tiles to name a few under its '**Sternhagen**' Brand.

Safe Harbor:

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

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