

Lloyd signs Tollywood actor Mahesh Babu as brand ambassador

Shruti Hassan, Dr. Mohan Lal, Royal Challenger Bangalore (IPL Team), Chennaiyin Football Club (Indian Super League Team), Lloyd BT Golf Pro-AM, and now Mahesh Babu is another added Jewel to our crown.

We believe he encapsulates all the qualities that Lloyd stands for, and so this association will enable us to reach out to far more consumers worldwide.”

“Lloyd has been victorious in all its product categories, due to top-of-the-line features

and superb quality. It has already proven itself as most reliable consumer durable brand and so, to be associated with it is indeed an honour,” said Mahesh Babu.

Lloyd believes in providing the best products to its customers with its focus on innovations, superior technology and after sales customer support. “Mahesh Babu is inspirational and he ideally portrays a rare blend of talent, class, intelligence and popularity that complements Lloyd’s legacy and brand ethos.

We are confident with the new media campaign with Mahesh featuring in it, will have a far-reaching impact which will further strengthen our positioning,” added Singhal.

With its product portfolio including state-of-the-art Air Conditioners, LED TVs, Washing Machines, Refrigerators, Air Purifiers, Water Dispensers and Small Home Appliances, among others, Lloyd is a market leader in consumer durable segment.