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"Shruti Hassan to endorse electronic products brand Lloyd"

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New Delhi, April 27: Actress Shruti Hassan has signed up to endorse consumer durable brand Lloyd in India. She believes in its "innovative and technologically advanced products".

The 29-year-old will endorse air conditioners, LED TVs, washing machines, refrigerators and small home appliances for Lloyd in India through promotion, advertising and marketing.

"It is an honour and privilege to be associated with Lloyd which has state-of-the-art innovative and technologically advanced products which are exceptionally stylish in their design. I believe they provide brand promise of 'Khushiyon ki Guarantee to each and every customer who buys a Lloyd product. I look forward to an amazing journey with Lloyd, Shruti said in a statement.

An official at Lloyd said Shruti was chosen as the brand ambassador as she

"has encapsulated all the qualities that Lloyd stands for"

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"encapsulates all the qualities that Lloyd stands for".

"She will enable our customers to have a better connect with our products," said Nipun Singhal, director, Lloyd Electric & Engineering Limited.

Shruti, who is the daughter of veteran actor-filmmaker Kamal Haasan and Sarika, has starred in films like Luck, Dil Toh Baccha Hai Ji and Ramaiya Vastavaiya.

She will next be seen in Gabbar is Back. The film which stars superstar Akshay Kumar in the titular role, will release on Friday.

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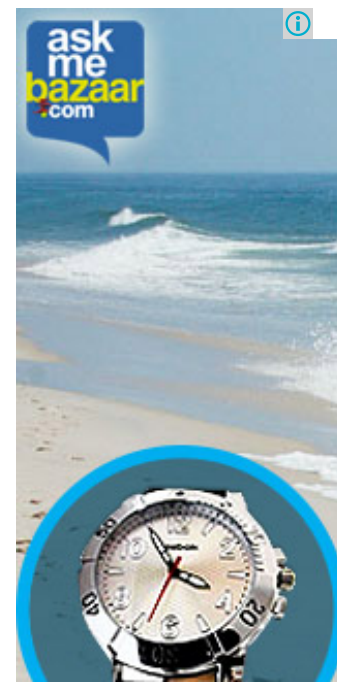
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