

CleanMate presents '2 For Toilet' campaign with Akshay Kumar's most anticipated movie 'Toilet: Ek Prem Katha'

Every tweet and share of the campaign on social media will raise funds to improve sanitization facilities across the country

National 3rd August 2017: CleanMate a popular brand of toilet cleanser liquids and home cleaning products by **Future Consumer Limited** presents '**2 For Toilet**' campaign featuring **Akshay Kumar** and **Bhoomi Pednekar** the lead pair of the upcoming movie '**Toilet: Ek Prem Katha**'. Created by **Lodestar Digital** (A Division of IPG Media brands) '2 For Toilet' TVC showcases Akshay and Bhoomi advocating the need and importance of eliminating open defecation. The duo are seen appealing to the audience to join '2 For Toilet' social initiative that will raise funds which will be used to improve sanitation facilities across the country.

Through '2 For Toilet' campaign using the power and reach of social media, for **every tweet and share** done on social media platforms CleanMate will donate Rs. 2 towards the fund. Additionally, CleanMate will also **donate Rs. 2 on sale of each pack**. CleanMate offers complete household cleaning solutions with product options like toilet & floor cleaners, utensil cleaners, kitchen aides, detergent powder & bar. '2 For Toilet' is in line with the Prime Minister Narendra Modi and Government led Swachh Bharat Abhiyan to eliminate open defecation and build toilets inside homes.

Talking about the campaign **Rahul Kansal Head – Business Strategy and Marketing, Future Consumer Limited** says, "As a brand, CleanMate is committed to being the best cleaning aid to every household. Personal hygiene is essential to lead a healthy lifestyle and '2 For Toilet' is a step by CleanMate to contribute in maintaining & building clean safe sanitation facilities. For this initiative we are strongly using the power and reach of social media where against each tweet or share of the campaign we will contribute Rs.2 towards Swach Bharat Kosh. We are delighted to partner with Akshay Kumar and his upcoming movie to promote the same cause as this will certainly help us reach out to millions of people."

Speaking about this social cause superstar **Akshay Kumar** says, "I am extremely happy that of CleanMate's '2 For Toilet' initiative propagates the same message just like my upcoming movie 'Toilet: Ek Prem Katha'. Everyone especially women should have basic facilities of a safe & clean toilet and through this initiative I would like to appeal to all my fans to buy CleanMate products from nearest Big Bazaar, share & retweet this campaign online and spread the message to help this noble cause as much as possible."

Commenting on the campaign **Satish Ramachandran, Sr. Vice President, Lodestar Interactive** says, "Number two is generally used as a symbol to signify, that one wants to visit the washroom. Linking to this lingo, for this campaign we have used the number 2 to make an appeal to the people to donate Rs.2 through which we can donate funds to improve the sanitation infrastructure in India."

Link to the TVC - <https://we.tl/Ve0XJpZ8NM>

'2 For Toilet' will be promoted on television, theaters, social media platforms & across all Big Bazaar, Easy Day, Nilgiris, Heritage, Star Bazaar outlets, ecommerce sites and popular general

stores in the country. **Starting 1st August 2017 CleanMate will donate Rs.2 for every tweet & share done of the campaign on social media and on sale of each CleanMate products to Swachh Bharat Kosh.** Toilet: Ek Prem Katha starring super hero Akshay Kumar highlights the importance of providing toilets especially for women so that they can avoid going through any discomfort and humiliation.

CREDITS:

- **CleanMate Brand Team:** Rahul Kansal, Raunaq Sharma, Urv Bhatt
- **Creative Agency:** Lodestar Digital
- **Creative Head/ Director:** Mehul Kosti
- **Accounts Team:** Satish Ramachandran, Satish Rajamani, Siddhant Natarajan, Ashtad Gandhi
- **Production House:** Movie Pundits
- **Director of the film:** Bhushan Pundit

ABOUT FUTURE CONSUMER LIMITED (FCL)

Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 27 brands in over 65 categories. FCL is constantly expanding its already existing vast portfolio of established Food & FMCG brands. Currently it caters to various categories such as Basic Foods, Ready to Eat Meals, Snacks, Beverages, Personal Hygiene Care and Home Care. FCL has also set up India Food Park at Tumkur, Karnataka in partnership with the Ministry of Food Processing Industries, Government of India. Spread in 110 acres of land, this state-of-the-art food park facilitates end-to-end food processing along the value chain (grading, sorting, pulping, packaging & distribution) from the farm to the market.