



## **Asahi India Glass Ltd.'s Print Campaign for AIS VUE takes the Gold at Maddys 2016**

New Delhi, 2<sup>nd</sup> May, 2016: Asahi India Glass Ltd.'s 'Mute the Outside World' series for AIS VUE - uPVC Windows & Doors brand was adjudged the best print campaign and awarded the gold in the 'Print Product' category at the recently held Maddys Awards 2016, organized by The Advertising Club Madras.

Speaking about the win, Mr. Vikram Khanna – Chief Marketing Officer (CMO), AIS, said, "The Maddys Gold award for AIS VUE's campaign is a testament to its effectiveness in creatively conveying our product's best-in-class feature of noise reduction and acoustic control for homes and offices. At AIS, we believe in putting our best foot forward – be it with our product development or marketing initiatives, and so this win, in that sense, is an achievement on both fronts".

Ms. Malavika Harita, CEO, Saatchi & Saatchi Focus, AIS' Marketing & Communications partner added, "As a partner, we believe in helping our clients win in the market. The fact that the AIS VUE campaign was adjudged the best by an eminent jury comprising advertising veterans is the icing on the cake in terms of peer recognition. As a team, we look forward to working with AIS to notch up more wins in the future".

### **About Asahi India Glass Limited (AIS):**

Asahi India Glass Ltd. (AIS) is India's leading integrated glass solutions company and a dominant player both in the car and building glass segment. It commands over 70% share in the Indian passenger car glass market. Established in 1986, AIS' footprint today spans the entire spectrum of the automotive and architectural glass value chains. It is a sand-to-solutions organization with products & services for institutional buyers as well as retail customers.

[www.aisglass.com](http://www.aisglass.com)

### **About AIS VUE:**

The perfect mix of style and safety, the right balance between elegance and efficiency, the ultimate combination of form and function, AIS VUE gives customers the best of all worlds in one comprehensive offering. Designed to meet every contemporary lifestyle need, AIS VUE uPVC door & window profiles feature state-of-the-art manufacturing technology and international quality standards.

[www.aisvue.com](http://www.aisvue.com)