

Lloyd Electric names Amitabh Bachchan as brand ambassador

BY ET BUREAU | UPDATED: FEB 16, 2017, 04.44 PM IST

 Post a Comment

NEW DELHI: [Lloyd Electric](#) and Engineering on Thursday announced actor [Amitabh Bachchan](#) as [brand ambassador](#) for its social responsibility campaign. The maker of air-conditioners said the actor would feature in a series of television commercials.

The company said its key focus for 2017 would be energy efficiency and [Wifi-enabled ACs](#) which would enable customers to operate them with their smart phones.

Lloyd director Nipun Singhal said in a statement: "We will provide air-conditioners to hospitals around the country." Besides its mainstay product, Lloyd sells [LED television](#), [washing machines](#), [refrigerators](#) and [water dispensers](#).