



VIAAN INDUSTRIES LTD

(Formerly known as Hindusthan Safety Glass Industries Ltd.)

Media Release

Shilpa Shetty Kundra appointed as 'Brand Ambassador' for the 'Swachh Bharat' initiative by The Ministry of Urban Development

Swachh Bharat initiative is being implemented across over 4,000 towns & cities in India with a goal of achieving 'Clean India' by 2nd October 2019

Ms Shilpa Shetty Kundra to be part of the promotional activity - to enhance outreach and successful implementation of the Government Initiative

Mumbai, 10th March, 2017: Viaan Industries, a popular licensing, entertainment & wellness Company started by leading entrepreneur Raj Kundra and celebrity Shilpa Shetty Kundra are happy to share that their Non Executive Director, Ms Shilpa Shetty Kundra has been appointed as the 'Brand Ambassador' by The Ministry of Urban Development, for their 'Swachh Bharat' initiative – a cleanliness drive with the goal to achieve a clean India by 2nd October 2019. This initiative is being led by the Government across over 4,000 towns and cities in various parts of the country.

Ms Shilpa Shetty Kundra will endorse and be engage in promotional activity, helping and enabling to create awareness, enhance the outreach of this program.

Commenting on this, **Mr Praveen Prakash, Joint Secretary & Mission Director (SBM), Ministry of Urban Development** said *"It is our privilege to have Ms Shilpa Shetty Kundra as part of our Swachh Bharat Mission and support us in promoting the vision of a Clean India."*

Commenting on this unique venture, **Ms Shilpa Shetty Kundra, Viaan Industries Ltd** said *extremely pleased to be part of this unique and great initiative by the Ministry of Urban*





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Development. Our country indeed is in dire need of awareness and understanding the benefits when it comes to cleanliness, health and hygiene. Wellness and health are two very important aspects of human life and are very close to my heart. I believe that prosperity and growth of India will be driven by a 'Clean India'.

About Viaan Industries Ltd

Viaan Industries Ltd was founded in Mumbai, India by renowned entrepreneur Raj Kundra and top celebrity Shilpa Shetty Kundra. The Company has a strong and growing presence across the promising sunrise sectors of entertainment (Gaming, Licensing, Animation) health & wellness. Viaan has launched many products across fast growing business segments of entertainment and wellness. Both these sectors are spearheaded by Raj and Shilpa Shetty Kundra who have vast experience and knowledge across these segments.

Our vision is to drive a lifestyle change in masses through our health, entertainment & technology offerings. Our unique business offerings enable the stakeholders, distributors, customers to be a part of the Indian Growth story.

For more information about Viaan Industries, please visit www.v-ind.com.

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