

Press Clipping

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RComm signs Hrithik as brand ambassador



Mumbai: Reliance Communications has brought on board Bollywood actor Hrithik Roshan as its brand ambassador. The actor will be seen first in an advertising campaign for the group's GSM service, which it rolled out in January 2009. Confirming the development, Sanjay Behl, group head, branding and marketing, Reliance Communications said, "Hrithik not only has a pan-India appeal but also has an iconic stature. He is a perfect brand fit and truly epitomises the core values of brand 'Reliance'."