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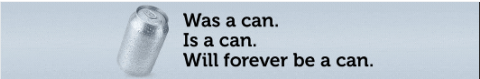
Anil Kapoor dazzles in his triple-roled first Viva ACP ad with style for varied virtual spaces

EDITED BY : PRATYUSHA CHATTERJEE

Veteran Bollywood actor Anil Kapoor stars in his first advertisement for Viva ACP after being chosen as the brand's ambassador in October 2024. The advertisement presents the actor in a triple role, with one character as a Viva expert and two characters as customers with different aluminium composite panel requirements, wherein the experts guide the other two characters in choosing from the wide range of products according to their individual preferences.



Image Source: Youtube (@vivacompositpanels)



"Our aim has always been to offer high-quality, innovative solutions that cater to all segments of society, whether for residential, commercial, or specialised applications. This TVC, featuring our Brand Ambassador- superstar Anil Kapoor, is a testament to our commitment to providing cutting-edge cladding solutions that combine style, durability, and performance, all while ensuring that Viva ACP remains the trusted choice for customers worldwide also the industry trendsetter," Prakash Jain, CMD, Viva Composite Panel Pvt Ltd said.

The commercial advertisement will air across multiple platforms, including television, OTT platforms, and digital media. The commercial underscores the variety of aluminium composite panel products suitable for a range of budgets and purposes. The company has also stated that the advertisement promotes ACP solutions for both residential and commercial utilities, aiming to demonstrate the brand's adaptability to diverse consumer requirements.

Anil Kapoor, earlier, while signing the contract with Viva ACP, had said, "Partnering with Viva ACP is a unique opportunity for me to associate with a brand that exemplifies innovation and durability. I'm impressed with their forward-thinking approach towards cladding and their ability to redefine spaces with cutting-edge designs. Viva ACP's products represent a perfect balance of aesthetics and functionality, and I'm excited to be part of a brand that's making a significant impact in both the national and international markets."

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