

# **Ranbir Kapoor joins TAG Heuer**

Posted on



Ranbir Kapoor

TAG Heuer is proud to announce the signing of Bollywood Superstar Ranbir Kapoor for a long-term partnership as a TAG Heuer Brand Ambassador. With this association, TAG Heuer reinforces its position by becoming the only brand in the industry to be endorsed by two of the biggest names in Bollywood—Shah Rukh Khan and Ranbir Kapoor.

Through his successful career, Ranbir Kapoor has become one of the most popular celebrities in India. The versatile actor and today's Youth Icon, Kapoor joins a renowned roster of International sports stars and celebrities unveiling its global campaign in India—'Don't Crack Under Pressure'.

The Swiss Avant-Garde watchmaker is best known for breaking rules: harnessing mental fortitude to overcome technology restraints and deliver groundbreaking innovation. And thus, it has been able to gain immense recognition and popularity.

Ranbir Kapoor and TAG Heuer. Breaking the rules. Changing the game.

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