Shruti Haasan Becomes the New Face of The Singleton Social x Nicobar

~ The Singleton Social x Nicobar unveil their festive gifting collection, celebrating thoughtful gestures, the art of hosting and moments worth savouring, featuring Shruti Haasan ~

National, [Date] 2026: The Singleton Social X Nicobar announced Shruti Haasan as the new face of the platform, welcoming her to The Singleton family. With a body of work spanning cinema and music, Shruti has carved a distinct identity for herself as an actor, singer and multifaceted artiste. Her creative individuality, cultural sensibility and instinct to immerse herself fully in the pursuits she loves resonate with The Singleton's philosophy of *Luxuriating in the Single Moment* — finding richness in being truly present and savouring the experiences that matter.

Bringing this philosophy to life, The Singleton Social brings together a culture-forward community through experiences spanning music, art, culture, hosting and meaningful connections. At its heart is the belief that some of life's most memorable experiences unfold when we step away from external distractions and immerse ourselves in the moment, whether it is getting lost in music, sharing an unhurried conversation or bringing people together. From listening-led experiences such as Analogue Jams, which invite guests to slow down and tune in, to intimate gatherings and cultural occasions, the platform creates space for these moments to be experienced more fully.

Extending this philosophy to the moments of gifting and hosting, The Singleton Social's collaboration with Nicobar returns this festive season with a new curation of gift boxes — Celeste, Aurelia and Solenne — celebrating thoughtful gestures and the joy of bringing people together. Featuring Shruti, the festive gifting film is one of the first expressions of her association with the platform, capturing the thought behind choosing something special for someone and the moments of connection that make these gestures truly meaningful.

Commenting on the announcement, Varun Koorichh, VP Marketing, International Whiskies, Diageo India, said, *"Shruti brings a distinctive relationship with music and culture that resonates with what The Singleton Social stands for. We believe that some of the most meaningful experiences come from being fully present, whether that is through music, conversations or time spent with others. Welcoming Shruti to the Singleton family is a natural extension of this thinking. As we enter the festive season, our collaboration with Nicobar brings the same philosophy into the moments of hosting and gifting, encouraging people to be more thoughtful about how they celebrate and connect."*

Shruti Haasan said, *"We live in a time where there is always something competing for our attention, and I think there is real value in learning to slow down and be present. Music has always been an important part of how I experience and connect with the world, and I relate to The Singleton Social's belief in making space for these experiences. I appreciate the thought behind creating moments that are not about doing more, but about being more involved in what we are experiencing. I'm delighted to join the Singleton family."*

As The Singleton Social welcomes Shruti Haasan to the family and brings forth its festive collection with Nicobar, the platform continues to create opportunities for people to connect through music, culture and shared experiences. At its heart remains a simple thought: making time for the moments that deserve to be savoured.