



HSIL inaugurates its first digitally integrated Lacasa store in Kochi; bolsters presence in Kerala

- **Lacasa store to have the first of its kind Training Center spread across 1900 sq. ft.**
- **Celebrated Malayalam cinema actor Isha Talwar inaugurated the store**

Kochi, August 2nd, 2018: HSIL Limited, makers of iconic brand Hindware, today further strengthened its presence in Kerala with the inauguration its state-of-the-art concept store Lacasa store in Kochi, Inaugurated by Mr. Sandip Somany, Vice Chairman and Managing Director, HSIL Limited, Malayalam cinema leading actor Isha Talwar along with renowned architect Ramachandran, Chairman, IIA Cochin, the Lacasa store is a one-stop destination to help discerning customers envision their dream bathroom and explore Hindware's products. The launch was also attended by eminent architect George Mathai, Chairman, IIID Kochi Chapter along with other leading architects from Kochi.

The Lacasa store, spread across a sprawling 3800 sq. ft., is equipped with 3D Digi Assist technology, first in the industry assistive technologies in bathroom selection intended to help consumers visualize the perfect bathroom before making a purchase. With digital integration at every point for easy selection of products, consumers will be provided a smart device to interact with their favorite products across a selection of 100+ bathroom themes.

Keeping in mind the skillsets required to provide unsurpassable experiences, HSIL also launched the first Lacasa Training Center. The center is designed keeping in mind the latest techniques and digital practices, to offer best in class training to strengthen the internal talent pool and equip them with the technical skill-set. The training center, spread over additional 1900 sq. ft., comprises of a spacious 12-seater conference room with digital learning methods and tools.

Commenting at the launch, Mr. Sandip Somany said, *"The retail industry as we have known it is in a state of a transformation. With the category moving from a commodity to a more advanced and highly differentiated offering, consumers are increasingly looking out for value added experiences while they shop. Thus, it has become the need of the hour for retailers to utilize the right technology mix in order to bring alive an experience. With an aim to bridge the gap between physical and the digital, we have incorporated digital offerings such as the 3D Digi-Assist Technology, to provide for a superior immersive experience for our consumers."*

He added, *"Kochi is among the key emerging markets in India and the inauguration of the Lacasa store underlines the growing importance of the market. This store is a landmark in the journey that we have charted for ourselves at HSIL, as it marks the launch of the first Training Center as well. With this center we hope to up skill our employees to better equip them to understand the evolving demands of customers, their psyche and the intrinsic role that digital tools can play in the buying journey of a consumer wanting to build their dream bathrooms."*

The state-of-the-art luxury store, strategically located at 34/138 E3, Knowell Jairaj Building, NH Bypass, near Edapally Junction will showcase brands such as QUEO, Amore, ALCHYMI, amongst others. The store



has a cutting edge design concept, inspired from HSIL's dynamic design language and incorporates intricately curated modern interior architecture to exude modern luxury. It is staffed with professionally trained sales personnel to ensure superlative customer experience and satisfaction.

HSIL has the most wide spread reach in the country among sanitaryware brands with 22000+ retail touch points and 350+ brand stores across India. The strategic network expansion drive not only enables the brand to reach out to potential customers but also serves the existing customer base by providing them the best from the world of HSIL.