



HSIL brings luxury bathware to Indore with the launch of its first QUEO Concept Store

Indore, December 13th 2017: HSIL Limited, India's leading sanitaryware company, inaugurated its first QUEO Concept Store in Indore today. The store named **Elbow** is strategically located at the customer friendly location, GAB Scheme No. 94, Ring Road Service Lane, Pipliyahana. The 1400 sq. ft. store will cater to varied design and functional needs of the discerning consumers of Indore. The store was inaugurated by Architect Paresh Kapade – Chairperson, Institute of Indian Interior Designers, Mr. Anil Agarwal and Mr. Nirmal Agarwal – Directors, Apollo Creations in the presence of Mr. Tushar Verma, NSM, Lifestyle Business, HSIL Limited.

The store will offer consumers the entire series of luxury bathware products designed by seven international designers Romano Adolini, Franco Valeri, Antonio Bullo, Alessandro Paoelli, Michael Angello, Paolo Zani, Giancarlo and other product ranges from Felisa, Zinnia, Orca, Alla Moda and Al Bano.

Speaking on the occasion, **Mr. Tushar Verma, NSM, Lifestyle Business, HSIL Limited** said, *“QUEO bathware products are a pinnacle in the luxury bathware segment, and we are extremely delighted to bring the offerings to Indore. The first-ever QUEO Concept store in Indore will enable us in providing the best-in-class retail experience to the discerning consumers of this city.”*

He further added, *“The launch of QUEO concept store reaffirms our endeavor to provide our consumers with super luxury bathware products to address the ever growing need of this segment. Indore is a promising market as it falls under the smart city mission, which has led to enormous economic development and a high rate of per capital consumption in recent years. The consumers of Indore are extremely well-travelled and style-conscious and we expect the demand for our products to rise exceptionally in the near future in the city.”*

HSIL continues to be the market leader in the sanitaryware retail segment in India with the densest and most qualitative network with 100+ QUEO Concept Stores across the country.

About HSIL Limited:

HSIL Limited, a listed company, is the leading player in the Indian sanitaryware industry and is the 2nd largest in 'container glass' in South India. HSIL limited has three business segments namely Building Products Division having Sanitaryware products under brands like Queo, ALCHYMI, Hindware Italian Collection, Hindware Art, Benelave, Raasi, Amore & home decor solutions under Evok; Packaging Products Division under Associated Glass Industries & Garden Polymers; and Consumer Products Division having home solution products under brands such as Hindware Kitchen Ensemble, Hindware Atlantic, Hindware Snowcrest, Moonbow & Hindware Vents.

For further information, please contact:

Seerat Khanka | Weber Shandwick

+91 9654049728 | SKhanka@WeberShandwick.com