



HSIL Limited Reinforces It's Positioning as the Expert Companion, Launches First Digitally Integrated Lacasa Store in Surat, Gujarat

- ***Curated Alchymi suites by India's leading fashion designer Manish Malhotra available***
- ***The company plans to launch 10 new Lacasa stores by 2020 to drive 2x growth***

Surat, Gujarat; 4th October 2017: **HSIL Limited**, India's leading bathroom solutions company, inaugurated its state-of-the-art revolutionary concept store Lacasa in the upscale area of New City Light in Surat. The digitally integrated store is one unique destination for varied consumers - homeowners, architects and interior designers - offering a real time experience from a wide portfolio of brands from the house of HSIL like QUEO, the luxury brand, Amore, the wellness brand, Hindware Italian Collection and the iconic brand Hindware. Apart from these brands, the Lacasa store will also showcase and offer suites curated by renowned fashion designer Manish Malhotra as a part of the Hindware Design Studio from the latest super-premium brand Alchymi.

The 3000 sq. ft. experiential store is digitally integrated at every point, to provide a combined online offline experience, where consumers can select products on a smart device and drop them into a screen for expert real-time consultancy to build the bathroom of their choice. This specially designed store will take consumers on an exhilarating journey displaying beautiful combinations of premium and luxury products ranging from faucets, showers, washbasins, chromo showers, bidets to WC's to build their dream bathrooms. Through this store format, HSIL Limited aims to further reinforce its position as the expert companion for consumers in their bathroom building journey. The store was inaugurated by **Mr. Sandip Somany, VCMD, HSIL Limited** and **Mr. Manish Bhatia, President, Building Products Division, HSIL Limited**, also graced the event.

At the launch of the store, **Mr. Sandip Somany, VCMD, HSIL Limited**, said, *"HSIL Limited has been instrumental in driving innovation in the sanitaryware industry through its product portfolios and experiential stores. The demand for premium and luxury products in the bathware industry has been on a rise and increasingly consumers are looking at an expert companion to guide them in building their dream bathrooms. Keeping in line with the growing digital trends, we have augmented our stores for a best in class experience to address the needs of varied consumers."*

He further elaborated, *"Gujarat is a key focus state for us owing to its tremendous development prospects and increasing per capita consumption. The consumers of Gujarat are well traveled and style-conscious and are looking for bathrooms to match their style statement. Keeping customer delight at the center of it, our new luxury store deepens our commitment and provides for a best in class 'experiential buying' experience."*

The store's format is planned keeping in mind the diverse needs of the customer in the region, who enjoy a fine mix of premium and luxury sanitaryware products. The store boasts of differentiated zones for various brands including an exclusive QUEO Luxury bathroom lounge to showcase fashionable collections by renowned international designers Antonio Bullo, Romano Adolini, Fedrico Tombolini, Chiara Valeri and Antonio Cristofaro.



Mr. Manish Bhatia, President, Building Products Division, HSIL Limited, commented, *“We feel immense pleasure to come back to the city which has always provided us great brand loyalty which in turn has reinstated our confidence in the market. It is a very mature market where consumers are evolved and take active interest in the bathroom making process and thus expect expert brands like us to handhold them on their journey. Through the launch of our Lacasa stores, we want offer a space to our consumers to explore, the perfect fit to their tastes, preferences and lifestyles.”*

The store is inspired by HSIL Limited’s core philosophy of assisting consumers in their bathroom making journey and enriching their bathrooms with style and refinement by providing best in class products. The company has invested heavily into creating experiential retail spaces covering 2,00,000 sq. ft. area and plans to open 10 Lacasa stores across India as part of their 2020 vision. The new store is strategically located at M/S Lacasa, Lacasa, Unit No G19 - 22, UG - 18-19, Samarth Acquisti, New City Light Road, Surat.

ABOUT HSIL LIMITED

HSIL Limited, a listed company, is the leading player in the Indian sanitaryware and faucet 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, 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.

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