



**hindware**  
Start with the expert



## Hindware Announces New Business Initiatives as a Part of Its Vision for 2020

- ***Harnesses 57 year legacy to refresh brand identity and be the expert companion for all consumers building their dream bathrooms***
- ***Unveils new TVC campaign with brand ambassador Shahrukh Khan***
- ***Launches super-premium brand alchymi; designer Manish Malhotra to curate themes***
- ***10 new digitally integrated Lacasa stores and 400 brand stores to be opened in next 20 months to drive 2x growth***

**Mumbai, July 27<sup>th</sup>, 2017:** Hindware, India's leading bathroom products company, redefined its brand identity with a new promise '**Start with the Expert**', and a new azure symbol of expertise HW. The company also unveiled their super-premium brand **ALCHYMI** curated by India's leading designer Manish Malhotra. Further, the brand inaugurated its state-of-the-art revolutionary concept store Lacasa in the upscale area of Vile Parle, Mumbai.

Hindware, through constant innovation and reinvention, continues to grow ahead of market. The brand is further strengthening its presence with new business initiatives aligned with its 2020 vision to stay relevant, make an impact and steer the consumers in the right direction in this rapidly evolving market.

The company undertook extensive research and reached out to 20,000+ consumer and 100+ architects. This research suggested that modern consumers seek expert advice to validate their choices and make their hectic lives easy. The positioning of an *Expert Companion* embodies the trust and faith of the consumers which Hindware has assimilated over the past 57 years. The azure symbol 'HW' symbolizes expertise in bathrooms which is rendered through 7 pillars, i.e., **Expert Helpline (1800 2000 7577) to address consumer queries in various language; DreamBath App 2.0 that helps to visualize the bathroom using oculus without actually making it; DreamBath Visualization Book having exquisite bathroom themes; Hindware Design Studio – state of the art design center; Expert website ([www.hindwarehomes.com](http://www.hindwarehomes.com)) that assists the consumers with beautiful bathroom themes, coordinated products and expert content; Expert stores to provide best in class experience; and specially trained Hindware in-store experts in select stores.** Hindware will be stepping up investments across ATL and BTL platforms to promote this new brand identity to engage consumers across multiple touch-points, including the digital media, to enhance visibility.

With the consumers becoming increasingly well-traveled and style-conscious, bathrooms have evolved from being functional to more sensorial. Consumers are looking at super-premium solutions which can help them to personalize their bathrooms. Alchymi, Hindware's latest super-premium brand, stands for 'Style meets craft' and is a design expert and has been created in the Hindware Design Studio using FloSense technology. Featuring four unique bath suites especially curated by celebrated designer Manish Malhotra, the brand will be available at 200+ Hindware brand stores stores pan-India. The suites will comprise of an exclusive range of WCs, basins, shower, faucets and accessories, etc. Manish Malhotra and Hindware Design Studio are developing new suites which will be introduced every quarter. This will help the consumers to get discerning designer bathrooms for themselves.

*"Hindware has been at the fore front of innovation for close to six decades. We have given many firsts to India, be it EWC couple closet Unitas, EWC one piece water saving star rated products, Rimless, Nano WC with 1.5 liters flushing, etc. Today with the rapidly changing times, improved technology and product*



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*innovations coming into the category, bathrooms are becoming more personalized yet complex,” said Mr. Sandip Somany, VCMD, HSIL Limited. He further added, “Consumers are looking out for experts who can handhold them through their journey to create dream bathrooms. Hindware’s repositioning as an expert brand will fill that space and be a companion to consumers on their bathroom design journey.”*

Mr. Manish Bhatia, President, Building Products Division, HSIL Limited, commented, *“Hindware has long established itself as an expert in the business of what we do. To reinforce this amongst our consumers and to aid them in their journey with our brand, we decided the time was ripe to strengthen ourselves further based on our long legacy of excellence.”* He further added, *“The seven new pillars through which this expertise will be brought alive include the Expert Helpline, Hindware DreamBath App 2.0, Expert website, State of the art Hindware Design studio, Digitally integrated brand stores, Hindware in-store consultants and Hindware DreamBath Book V2. Through these initiatives, we are not only expanding our footprint, but creating a space for our consumers to explore, with our expert help, the perfect fit to their tastes, preferences and lifestyles.”*

HSIL inaugurated its digitally integrated Lacasa store in Mumbai today to offer one stop place for architects, interior designers, business buyers as well as homeowners a real time experience of the offerings by all the brands under HSIL –Queo, Alchymi, Hindware and Amore. The 4000 sq. ft. showroom will have digital Integration at every point for easy selection of products where consumers will be provided a smart device to capture their favorite products and then drop all of them into a smart screen for consultancy and building a bathroom of choice. The specially designed stores will take consumers on an exhilarating journey with multiple alluring bathroom suites displaying beautiful combinations of the products. Apart from the other brands from the house of HSIL Limited, the Lacasa store will also showcase and offer the 4 suites curated by designer Manish Malhotra from the latest super-premium brand Alchymi. The company will invest aggressively in setting up 10 new Lacasa and 200+ Galleria stores across the country by 2020.

All these new initiatives come from the core philosophy of assisting consumers in their bathroom making journey.

#### **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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