

Press release:

## Brand hindware opens 1<sup>st</sup> 'hindware Galleria store' in Kolkata

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### ***A strategic move to strengthen its retail foot print in the Eastern market***

**Kolkata, September 17, 2015:** Recognised for its fine quality premium bathrooms products line and encompassing a basket of a complete bathroom solution, brand 'hindware' inaugurated its first concept retail outlet '**Galleria**' in the city of Kolkata today.

Spread over 1300 sq ft and situated on Matheswartola Road near Topsisia crossing, 'hindware Galleria' offers an ideal environment for consumers and influencers; architects, interior designers and B2B buyers alike to envision, recommend and design bathrooms of choice.

These stores encapsulate and reflect the behavioural as well as perceptual change among new age consumers when it comes to bathrooms and buying bathroom products. As well, highlight the core spirit of the brand – 'Bathrooms you keep admiring', in its décor, styling, product display, in step with the new TVC campaign with SRK. The clutter free ambience additionally provide consumers with an opportunity to appreciate and understand the minutiae details of each product, which in turn enable them to make an astute choice.

Speaking at the inauguration, **Mr. Manish Bhatia, President, Building Products, HSIL Limited** said, *"India is a strategic and competitive market for growth in the branded sanitaryware and faucet category. Consumer perception towards bathroom and bathroom products has not only changed in terms of design and technology but also in their buying pattern. Consumers want to look, touch feel and experience a bath product today, a far cry from the years of yore. And, decision making is not male or female driven but jointly done. This market dynamic is reflected in the eastern region as well with evolving aspirations and heightened spending power. Brand hindware with its valuable legacy of over 50 decades understands this shift thus this new store. 'hindware Galleria's will help us achieve two key targets – brings brand hindware closer to consumers and give HSIL the opportunity to reach them through our trusted retail partners, who play a vital role in enhance brand presence in the market."*

**The store address:** Arihant Sanitation Pvt. Ltd; 1<sup>st</sup> Floor, 113-F Matheswartola Road,, Near Topsisia crossing, above Axis Bank, Kolkata 700046

**About hindware:**

The genesis of hindware goes way back to 1960's when HSIL Limited introduced the virtuous china sanitaryware in India for the first time in 1963. Trusted and recognized by millions across the country, hindware began its journey in the sanitaryware space and has continued to grow that segment through sustained focus on technology and design. hindware Italian Collection is its premium range.

**For Further information:**

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