

Hindware launches premium brand; redefines brand identity

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Hindware, the bathroom products company, unveiled their premium brand 'ALCHYMI', curated by Manish Malhotra when they inaugurated their modern concept store Lacasa in Vile Parle, [Mumbai](#) earlier this week.

Furthermore, they redefined their brand identity with the symbol 'HW' and aimed to strengthen their presence with new [business](#) initiatives aligned with their 2020 vision.

The Lacasa showroom will have [digital](#) integration at every point for easy selection of products where consumers will be provided a smart device to capture their favourite products and then drop all of them into a smart screen for consultancy and building a

bathroom of choice.

"Hindware has given many firsts to India, be it EWC couple closet units, 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 innovations coming into the category, bathrooms are becoming more personalized yet complex," said VCMD, Hindustan Sanitary ware and Industries Limited (HSIL) Sandip Somany.

"The seven new pillars through which the expertise will be brought alive include the helpline, Hindware DreamBath app 2.0, website, 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." said president, building products division, HSIL, Manish Bhatia.

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. They also revealed a new TVC campaign with brand ambassador Shahrukh Khan.

The company will invest aggressively in setting up ten new Lacasa and over 200 Galleria stores across the country by 2020.

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