



hindware



## Press Release

# HSIL continues its network expansion in Punjab

*Launches hindware 'Galleria' stores in the City of Golden Temple, Amritsar*

**Amritsar, October 24, 2016:** HSIL Limited, a leading building products company further strengthened its network presence by inaugurating its two state-of-the-art retail outlets – hindware “Galleria” and QUEO concept store - in Amritsar, today.

Recognised for its fine quality premium bathroom products line and encompassing a basket of a complete bathroom solution, the hindware Galleria stores are exclusive hindware brand retail outlets which offer an ideal environment for consumers, architects, interior designers and buyers alike to envision, recommend and design bathrooms of choice. The clutter free ambience also showcases hindware’s complete product range and latest innovations and bathroom concepts which aids consumer purchase cycle.

Amritsar city is a hub of premium and luxury connoisseurs and HSIL Limited has planned these stores astutely keeping in cognizance their customers’ convenience who can now avail a wide range of sanitary ware solutions *under one roof*.

Consumers seeking luxury and high-end premium products, can now walk into these stores that have been planned astutely QUEO’s sought after products include Chromo showers and artistically designed bathroom concepts that resonate with the aspiring modern Indian who works towards living the affluent dream.

Speaking at the inauguration, **Manish Bhatia, President, Building Products Division, HSIL limited** said, “Amritsar is an important city with a strong growth record and the market is increasingly emerging for luxury sanitaryware in particular. The ever-growing customer base for HSIL products in Punjab and Amritsar region has reinstated our confidence in the market, resulting in the creation of two concept stores today. At HSIL Limited, we keep customer at the core of what we do and this approach has paid off as today

we have millions of customers across India who are loyal to us and trust our products. We are confident these two new stores will emerge as the shopping destination for all sanitaryware needs of the city.”

The showroom is located in the principal premises of Lawrence Road, Amritsar and boasts of a total area of 1580 sq. ft. In addition to it, HSIL Limited brings a team of well-trained consultants to achieve new benchmarks in customer delight.

With the launch of this store, HSIL Limited now has leading number of stores in sanitaryware category, in Punjab region. Being a key market for the brand, numerous initiatives are already in pipeline for next one year to strengthen growth and retail share.

*hindware* recently launched Dreambath visualization app offers easy access to over 24 bathroom themes and through augmented reality enables the user to visualize how certain products will look in the bathroom space prior to purchase. The App also has a GPS enabled dealer locator to help consumers to reach the nearest authorized dealers.

**About HSIL Limited:**

HSIL Limited constitutes two primary business divisions, Building Products and Container Glass. Within the ‘Building Products Division’ the product line includes; sanitaryware, faucets, wellness and other allied products, and consumer products. The product basket is available in the market under the brands; hindware Italian Collection, hindware Art, hindware, Amore, Vents and Benelave. The Building Products Division also markets the luxury sanitary ware brand QUEO from UK, exclusively in India.

The “Container Glass Division”, second largest today, constitutes glass & PET bottles, available under AGI and Garden Polymers respectively.

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QUEO