

## **HSIL continues its network expansion with *hindware Galleria* and *QUEO concept store* launch in Guwahati, Assam**

**Guwahati, November 5<sup>th</sup> 2016:** Expanding its base across the country, HSIL Limited, a leading building products company today inaugurated its new state-of-the-art hindware “Galleria” and QUEO concept store - Suman Pipes & Sanitarywares at Beharbari, NH-37 in Guwahati, Assam today.

Located in the upmarket area of the city, the store’s retail format is planned keeping in mind the versatile set of customers in this region who enjoy a fine mix of premium and luxury sanitaryware products. Spread over 2245 sq. ft area, the store also boasts of an exclusive QUEO counter to showcase the best of luxury in sanitaryware.

The company will be retailing its complete line-up of fine quality premium bathroom products for consumers, architects, interior designers and buyers alike to envision, recommend and design bathrooms of choice. The clutter free ambience also showcases *hindware’s* and QUEO’s complete product range as well as the latest innovations and bathroom concepts which aid the consumer purchase cycle. The outlet will not only act as a platform to sell sanitaryware products, but will also cater to the modern aspirations of the discerning buyers in Guwahati.

QUEO denotes elegance and reflects the design expectations of affluent Indians aspiring to own premier world class bathroom fittings in their home. Extending this ethos, QUEO retail stores are designed to connect with the discerning consumers and have unique features like a dedicated area to fashion lines especially designed by renowned designers like Antonio Bullo, Romano Adolini, Fedrico Tombolini, Chiara Valeri & Antonio Cristofaro. Visual detailing embraces tranquillity through its clutter-free, subtle interiors that exudes shades of white and grey amplifying minimalistic and sophisticated settings.

Speaking at the inauguration, **Manish Bhatia, President, Building Products Division, HSIL limited** said, *“Our main focus is to align HSIL presence across all strategic locations in order to generate strong brand eminence. For a company to grow, it is not only essential that the touch-points for consumers increase but also important to provide significant holistic solutions, therefore we have launched the new format of concept stores. These hindware Galleria and QUEO concept stores are sure to be the most sought after destination for any consumer looking to avail complete sanitaryware shopping experience under one roof. As the the hub of marketing activities, promotions and trade in the northeast, Guwahati also offers great economic potential owing to the growing real estate market.”*

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

HSIL Limited plans to take the number of the 'concept stores' to around 400 from its current number in the current financial year 2016-17.

### **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.

**About Queo:**

Brand QUEO UK, a leading British purveyor of bespoke bathrooms. Combining forms of ceramic and metal to complement the lifestyle of the privileged has always been its core philosophy. QUEO symbolizes the harmony of flowing water and serene blue skies, evoking visions of tranquility, which is expressed in its product range designed by reputed European designers, Federico Tombolini, C. Valeri, Romano Andolini and Antonio Bullo, to name a few.

***For further information please contact:***

HSIL Limited

Manav Narula

Email: [manavnarula@hindware.co.in](mailto:manavnarula@hindware.co.in)

Mobile: +91-9810403351

Weber Shandwick

Meenakshi Oberoi

Email: [moberoi@webershandwick.com](mailto:moberoi@webershandwick.com)

Mobile: +91-9860569994