

HSIL Showcases the Inspirational Rimless WC Range at Acetech Delhi 2016

New Delhi, December 19th 2016: *Hindware*, from India's leading sanitaryware & bathroom fittings company, HSIL Limited, showcased their 100% bacteria-free Rimless Water Closet range at Delhi Acetech 2016, Asia's largest trade fair for architecture and interior design industry. The Hindware Rimless WC is the only product in India recommended by the Indian Medical Academy for Preventive Health (IAMPH).

Hindware prides itself on the constant innovation it undertakes as a brand to bring best in class products for the evolved Indian customers. Hindware has created benchmark in bathroom hygiene with this new Rimless WC range with its promise of a 100% clean and bacteria free environment. The latest offering comes in 5 product categories namely Enigma, Element, Lara, Mario and Studio. The WC with its highly effective swirl-motion flush and superior flush technology saves water and provides better cleansing, thereby ensuring superior environment-friendly performance. This WC removes the need for a rim – creating a toilet that is far more hygienic than a standard toilet as there are fewer areas for germs and dirt to accumulate. The contemporary styling along with the bold design makes the collection suitable for all bathroom types.

Speaking at Acetech Delhi, **Mr. Manish Bhatia, President, Building Products Division, HSIL Limited**, commented, *“With the launch of the latest Rimless WC, we are reiterating our commitment towards making revolutionary sanitaryware in India. Bathroom hygiene is something so personal, yet so critical to everybody's lives. Hence, our 100% bacteria-free Rimless Water Closet range is developed especially keeping in mind the health and wellness aspect of Indian households. The biggest USP is that there is no place for the debris and germs to hide. We see Indian women constantly fussing over the hygiene and the sanitation of their households and families. The Rimless WC will definitely alleviate their concerns and help them lead a happy, healthy life by eliminating any health concerns arising from bathroom hygiene. We at HSIL want all our consumers to lead a hassle free life.”*

He further added, “We ensure that our products keep evolving with the taste, preferences and needs of our valued customers, and we are certain that this range will prove to be another stepping stone in strengthening our portfolio and expanding our customer base.”

The Hindware stall at Delhi Acetech 2016 showcased a perfect blend of opulence and technological prowess. The pre-dominant color theme was a combination of brown and white representing the eco-friendly and pure virtues of the products showcased. Abstract Graphics and 3D visuals were used to showcase the innovation and technology driven outlook of the brand.

Overall, 8 new WC's and 10 new Basin designs were displayed .The stall showcased, among other things, a Live Sensorial Bathroom with Automate WC, new edge Basins, Rain Spa with 6 Body jets and the latest Bathtub designs. There was also a live display of the premium range of bathroom and kitchen faucets as well as Rainforest Showers. A dedicated Star Rated Product Zone showcased the latest water-saving sanitaryware products and a separate touch free zone showcased products such as urinals and basins that uses sensor technology ushering in a new era of hygiene.

The stall also housed the Hindware DreamBath Book and an Augmented Reality Zone that ran the demo of the Hindware DreamBath App. Four unique bathroom concepts were displayed along with an interactive planning experience zone where the visitors could plan their bathroom space by placing the different products.

In addition, the company also showcased the recently launched autobiography of India's leading business leader **Mr. R. K. Somany**, CMD, HSIL Limited, titled 'Bringing the Rainbow - The Hindware Story'.

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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