

## HSIL Strengthens Its Presence in Gujarat; Inaugurates QUEO Concept Store in Surat

**Surat, October 16<sup>th</sup> 2017:** HSIL Limited, India's leading bathroom products company, recently inaugurated its first QUEO Concept Store in Surat. The store named **Nandini Ceramics World** is strategically located in the affluent neighborhood of **Vrajdharm, Sudama Chowk, Mota Varachha**. The 1200 sq. ft. store will cater to varied aesthetics and evolving needs of the discerning consumers of Surat. The store was inaugurated by **Mr. Sandip Somany, VCMD, HSIL Limited**, and **Mr. Manish Bhatia, President, Building Products Division, HSIL Limited** was also present at the event.

The store will provide consumers with a series of luxury bathware products designed by three international designers Romano Adolini, Fedrico Tombolini and Franco Valeri, and other product ranges from Felisa, Zinnia, Orca, Alla Moda and Al Bano.

Speaking on the occasion, **Mr. Sandip Somany, VCMD, HSIL Limited**, said, *"We are extremely happy to achieve yet another milestone in our exciting journey. We first brought the luxury brand QUEO to India in 2011 as we witnessed a revolution in the luxury bath space segment in the country. Rise in disposable incomes and evolving consumer preferences have led to vast economic development in Gujarat, particularly in Surat. We believe that with the launch of this store, we will not only be able to meet the growing demand for high-end bathware products but also further fortify our foothold in the region. With this launch we now have 10 Queo stores in Gujarat."*

Mr. Manish Bhatia, President, Building Products Division, HSIL Limited added, *"We have witnessed a triple digit growth in this region. The consumers here indulge in luxury brands and Queo just adds a real dimension to their needs when it comes to bathrooms as indulgence is their way of living."*

HSIL continues to be the market leader in the sanitaryware retail segment in India with the densest and most qualitative network with 100+ QUEO Concept Stores across the country.

### **About HSIL Limited:**

HSIL Limited, a listed company, is the leading player in the Indian sanitaryware industry and is the 2<sup>nd</sup> largest in 'container glass' in South India. HSIL limited has three business segments namely Building Products Division having Sanitaryware products under brands like Queo, ALCHYMI, Hindware Italian Collection, Hindware Art, Benelave, Raasi, Amore & home decor solutions under Evok; Packaging Products Division under Associated Glass Industries & Garden Polymers; and Consumer Products Division having home solution products under brands such as Hindware Kitchen Ensemble, Hindware Atlantic, Hindware Snowcrest, Moonbow & Hindware Vents.

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