



HSIL consumer business strengthens its presence in Rajasthan

- Aims to expand local presence to 1500 retail touch points and 50+ strong distribution network in the State
- Introduced over 20 new products under the consumer business in FY 2018-19

Jaipur, February 5, 2019 - HSIL Limited, makers of the iconic brand Hindware, today hosted a round-table in Jaipur showcasing their latest consumer offerings and unveiling the 2019 vision and strategy for Rajasthan. Reiterating its commitment to Rajasthan market, in FY 2018-19, HSIL consumer business aims to expand its distribution network from 30 to 50 and double the local retail touch points to 1500 from 750 to fortify its presence in the state.

The consumer business achieved stupendous 68% of YoY growth FY 2017- 2018, contributing almost 10 percent to the total HSIL business and clocked Rs.208 crore in revenue. Over the last year, HSIL has registered 9 patents which have been filed by their in-house R&D centre in Gurgaon. From a reach perspective, currently, HSIL Consumer business has a network of more than 1100 distributors and over 8500 retailers across India. The brands under the business are also present at around 500 modern trade and large format stores in the country and on e-commerce channels. In 2019, the business is going to invest heavily in brand building and product development.

Addressing the round-table **Mr. Rakesh Kaul, President, Consumer Business and Chief Executive Officer – Retail Division, HSIL Limited**, said, “We have witnessed steady growth in the state, with it being a significant contributor to our overall volumes. We are looking at strategically expanding our presence in Jaipur, Jodhpur, Udaipur by expanding the availability of our world-class products availability and exceptional after sales service. So far, we have received a tremendous response for our water heaters, kitchen appliances, and air coolers categories and have seen a steady rise in the sales of our Moonbow by Hindware water purifiers range.”

He further added, “The consumers can look forward to aggressive few years as we plan to launch many new products, enter into few strategic categories, expand our distribution network and continue to introduce innovative customer service initiatives coupled with a unique brand experience.”

By the end of 2020, HSIL aims to be present at 12000 retail touch-points, 600 plus modern trade stores covering more than 1700 towns. This expansion will be complemented by the brands presence across leading e-commerce portals to ensure Moonbow by Hindware reaches consumers across all online and offline formats.

Building on the brand’s rich legacy of design and innovation, HSIL entered the consumer business in 2015, and in a short span of time has registered remarkable growth. Within a period of three years, HSIL has launched seven categories in the consumer business space which includes water heaters, water purifiers, kitchen appliances, vents, air coolers and air purifiers.

About HSIL Limited:

HSIL Limited listed on NSE and BSE has been crafting unforgettable home experiences and contemporary bathroom solutions for close to six decades. Incorporated in 1960 as Hindusthan Twyford's Limited, with a technological collaboration with Twyford's, UK, the company introduced vitreous china sanitaryware in India in the year 1962 and was subsequently renamed HSIL Limited in 2009. HSIL Ltd. is the first sanitaryware company to be featured in the 2014 'Fortune India 500' list and continue to be a part of the list in 2018.



The company has four distinct business segments, namely the Building Products Division (BPD), Consumer Products Division (CPD), Retail Division and Packaging Products Division (PPD). The plastic pipes and fittings business is represented by 'TRUFLO' by Hindware'. For the distribution of furniture functional hardware fitting products, HSIL has an agreement with Formenti E Giovenzana of Italy in India. Consumer Products Division contains home solution products such as kitchen appliances, water heaters, air coolers, water and air purifiers and vents under brands Hindware Kitchen Ensemble, Hindware Atlantic, Hindware Snowcrest, 'Moonbow by hindware' and Hindware Vents respectively. Retail Division under brand 'EVOK' showcases 20,000+ products at 14 large retail format stores and online at www.evok.in and leading e-commerce platforms. The Packaging Products Division includes glass containers and PET bottles & plastic products under brands AGI and GP respectively. In FY 2017-18, HSIL Limited forayed into the business of security caps and closures under the brand 'AGI Clozures'.

The company has 11 manufacturing facilities across the country: Sanitaryware – Bahadurgarh, (Haryana) and Bibinagar (Telangana); Faucets – Kaharani and Bhiwadi (Rajasthan); Plastic Pipes & Fitting – Medak (Telangana); Glass Containers – Sanathnagar and Bhongir (Telangana); PET Bottles – Selaqui (Uttarakhand), Dharwad (Karnataka) and Medak (Telangana); and Security Caps and Closures – Medak (Telangana).