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WASHROOMS AND BEYOND



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- ECONOMIC SLOWDOWN: WHAT AILS THE HOUSING MARKET?



Photo Courtesy: A Class Marble

While the big fishes have put their money on celebrity endorsements, there are some notable exceptions that have bucked this trend. There is another camp which feels a celebrity endorsement for the bath-fittings category is not a necessity!

Jaquar which claims to have about 60% share of the Indian bath-fittings market is the biggest of them all. However, the company has roped in Deepika Padukone for its lighting business. Roca Bathroom Products which is the company behind brands – Armani Roca, Laufen, Roca and Parryware, which claims to have 30% share of the Indian sanitaryware market is another player who has opted for alternative ways.

And, another notable trend here is that brands that are catering only to the premium and the niche segment like Grohe, Hansgrohe, Duravit, Villeroy & Boch, Dornbracht, Geberit, to name a few, has not gone down the route of roping in celebrity to endorse their brands, yet.

Brand Specific Channel

To do away with the confusion and to have a clear demarcation between the ranges, companies are positioning them under different brand names according to the target segment or price points.

Now, some of the companies are going one step ahead and have clear cut demarcation in retail channel for its different brands. Roca Bathrooms Products is taking the lead in this direction. In India, it sells its product under 5 different brands – namely Parryware, Roca, Armani Roca, Laufen and Johnson Peddar. And, for each of its brand it has different channel and retail strategy.

Explaining the rationale behind such strategies, KE Ranganathan, Managing Director of Roca Bathroom Products shared, "For a brand such as Parryware, the focus is to strengthen its reach and availability and hence retail takes priority. Recently, we have tied up with Home Town to introduce a novel concept of 'Shop in Shop' across cities to boost our brand visibility and increase the product access for the customers."

He further added that Roca on the other hand, has its presence in selective premium dealer outlets across the country. "These dealer outlets are situated at premium locations across cities and we try to keep symmetry in the look and feel of these stores to better the experience of customers at the shop floor level."

we have Recognised Dealers (RD), which are basically Jaquar display showrooms. These serve as selling points. We have more than 2,200 showrooms across India," informed Rajesh Mehra, Director and Promoter, Jaquar Group. He further added, "We have exclusive as well as some multi-brand showrooms which we call as main dealers. We have separate channels catering to each of the brands. So there are showrooms for Essco, Jaquar and Artize. Nearly 80% of these are a Jaquar-dedicated network."

Hansgrohe India has adopted two brand strategy - AXOR and hansgrohe brands. "The rationale is to let customers experience the whole range of offerings from the Hansgrohe Group. While AXOR is a brand associated with luxury in bathrooms and kitchens, hansgrohe is a premier brand. To fulfil the bathroom and kitchen needs of every customer more minutely we are following brand segregation. With hansgrohe brand, AXOR will be having its exclusive showrooms soon. To start with, we launched the first international luxury showroom of AXOR - Aquaarius in Mumbai. AXOR and hansgrohe as two brands cater to different tastes of