

Exploring opportunities with consumer engagement

Sandip Somany, chairman and managing director, Brilloca Ltd and Sudhanshu Pokhriyal, COO, Bath Products, Brilloca Ltd, share the growth story of the bathware brand overcoming the Covid adversities

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How is Hindware capturing the growth opportunities present in the bathware segment?

Sandip Somany: Even during the pandemic, we never had to run our business with zero revenue. Strong R&D capabilities have helped the company improve market share by offering an innovative range of products. Constant engagement with intermediaries and end-users, along with creative marketing campaigns, have helped us cement Hindware's leading position in India.

How has the brand Brilloca revived demand for its bathware business post lockdown?

Sandip Somany: Being one of the leading players in the sanitary ware and faucets segment, Brilloca's five brands — Queo, Alchymi, Hindware Italian Collection, Hindware and Benelave — are catering to the wide cross-section of consumers that include luxury, premium and mass segments. Due to the impact of Covid, our brands have put out innovative campaigns to engage with the consumers on digital platforms to facilitate the customers and ensure traction to our stores.

How has the luxury brand Queo transformed the market?

Sandip Somany: There has been a paradigm shift in the way Indians perceive bathroom space lately. Besides the utility factor, it is also a space where one enjoys privacy and remains disconnected from the world with more productive me-time. This has led to a rise in demand for luxury products. Queo as a brand was developed after thorough understanding of the



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consumer expectation and designed to make the bathroom a place of refuge, comfort and indulgence which is important to maintain a healthy lifestyle. Considering the change in perception towards bathroom space and overall lifestyle, our



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marquee products like, F-Automode [an automated electronic water closet] and The SmarTap [smart shower system] have witnessed a significant rise in the sale.

Take us through the advertising campaign ‘Thoughtful is beautiful’.

Sudhanshu Pokhriyal: The new campaign of Hindware talks about innovation as the core value. It aims to showcase how innovative performance-led product solutions that offer convenience to consumers stand where true beauty lies. It redefines the category convention, showcases the sentiment to provide high performance and thoughtful products to our consumers.

What is the concept behind Lacasa Store?

Sudhanshu Pokhriyal: Our market research made us realise that this industry is in a state of transformation and consumers want to visually see how the products before they are fitted in bathrooms. This led us to launch our Lacasa stores — digitally-integrated concept stores with a modern ambience that offers customers a live experience of our products. These stores have a 3D visualiser and assistive technology to facilitate architects, designers and consumers for an interactive and immersive experience.