

Press release:

Four 'hindware Galleria stores' inaugurated simultaneously in Hyderabad today

Further strengthening its retail foot print in the Telengana market

Hyderabad, July 17, 2015: Recognised for its fine quality premium bathrooms products line and encompassing a basket of a complete bathroom solution, brand 'hindware' inaugurated **four** concept retail outlets '**Gallerias**' in Hyderabad today. With the opening of these outlets, the number of Gallerias' in the country now stands at over 125 in total.

The hindware Galleria stores offers an ideal environment for consumers and influencers; architects, interior designers and B2B buyers alike to envision, recommend and design bathrooms of choice. These stores encapsulate and reflect the behavioural as well as perceptual change among new age consumers when it comes to bathrooms and buying bathroom products. As well, highlight the core spirit of the brand – 'Bathrooms you keep admiring', in its décor, styling, product display, in step with the new TVC campaign with SRK. The clutter free ambience additionally provide consumers with an opportunity to appreciate and understand the minutiae details of each product, which in turn enable them to make an astute choice.

Speaking at the inauguration, **Mr. Sandip Somany, Joint Managing Director, HSIL Limited** said, *"India is a strategic and competitive market for growth in the branded sanitaryware and faucet category. For brand hindware, Telengana holds a special place, having our second sanitaryware plant in Bibinagar. And, today, adding four more hindware Gaalleria outlets to our growing retail network is a confirmation of our commitment to the market and its discerning consumers here. Consumer perception towards bathroom and bathroom products has not only changed in terms of design and technology but also in their buying pattern. Consumers want to look, touch feel and experience a bath product today, a far cry from the years of yore. Decision making is not male or female driven but jointly done, spending power among them is high so is the willingness to invest in premium stylish product. And, Galleria's achieve help us achieve two key targets – brings brand hindware closer to consumers and gives HSIL the opportunity to reach them through trusted retail partners, who play a vital role in enhance brand presence in the market."*

The 4 stores inaugurated today are:

M/S. AMAR SANITARY STORES H.N.37-93/378/1, MADHYRA NAGAR, NEREDMET ' X' ROAD, SECUNDERABAD	M/S. PRAKASH MARKETING H.NO.14/1/211/531/3, PARVATH NAGAR MADHAPUR, HYDERABAD
M/S. OM TRADING COMPANY 6-6-35/3, LANE BESIDE TVS SHOWROOM, INDIAN OIL PETROL PUMP, KAVADIGUDA, SECUNDERABAD	M/S. HEMANT ENTERPRISES ALANKAAR, PLOT NO. 895, JUBILEE HILLS, ROAD NO.46, HYDERABAD

About hindware:

The genesis of hindware goes way back to 1960's when HSIL Limited introduced the virtuous china sanitaryware in India for the first time in 1963. Trusted and recognized by millions across the country, hindware began its journey in the sanitaryware space and has continued to grow that segment through sustained focus on technology and design. hindware Italian Collection is its premium range.

For Further information:

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