

HSIL eyes acquisitions valued at up to Rs 400 cr

<http://economictimes.indiatimes.com/news/news-by-industry/cons-products/durables/hsil-eyes-acquisitions-valued-at-up-to-rs-400-cr/articleshow/8018721.cms>

18 APR, 2011, 07.21PM IST, PTI

NEW DELHI: Sanitary ware and bathroom equipment maker HSIL today said it is eyeing acquisitions, which could be worth Rs 80 crore to Rs 400 crore to strengthen business. The firm, which has undertaken an image makeover of its 'Hindware' brand for a more youthful look, however, did not specify if the acquisitions would be in domestic or international markets.

"We continue to look for potential targets to make acquisitions in the segments such as sanitary ware, bathroom equipments and kitchen appliances. We would typically at an acquisition size of Rs 80 crore to Rs 400 crore," HSIL Joint Managing Director Sandip Somany told PTI.

Without giving details on potential targets and timeline, he said the company was financially capable of making an acquisition. "We have a healthy balance sheet and can also raise debt as and when required," Somany said.

Last year HSIL had acquired bathroom fittings and accessories business of Havells India in an all cash deal of Rs 17 crore and a UK-based sanitary ware company called Barwood Products Ltd for one million pounds.

HSIL has also announced a change in the logo of its brand 'Hindware' with an intention to position it as a youthful brand. Somany said after 20 years, the company has decided to change the look and feel of its brand logo and will invest up to Rs 30 crore in the current fiscal on marketing and promotion. The red colour logo in a new font has been developed by UK-based design firm Fitch, a part of global advertising and media services agency WPP.

Meanwhile, the company is currently working on expanding production capacity. "The company has a plan to invest Rs 650 crore to set up a new sanitary ware manufacturing unit in Gujarat along with with a new unit in Rajasthan for making taps and another unit in Andhra Pradesh for container glass," Somany said.

Following the expansion, the glass bottles capacity will increase from 1,050 metric tonnes per day (MTD) to 1,500 MTD, sanitary ware production capacity will be expanded to 5 million pieces per annum from 2.8 million pieces. Besides, chrome plated bath fittings production capacity will also be hiked to 25 lakh units every year from the current three lakh units per annum.

HSIL is also expanding the chain of 'Evok' retail stores that offer interiors solutions in living, kitchen and bath domains. Evok stores are operated by HSIL's wholly-owned subsidiary Hindware Home Retail Pvt Ltd. "Currently we have eight Evok stores up and running and we have plans to open up to eight new stores every year. In the next two-and-a-half years, we will invest Rs 150 crore on retail expansion," Somany added.

Business Standard

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<http://www.business-standard.com/india/news/hsil-eyes-acquisitions-valued-atto-rs-400-cr/132481/on>

Press Trust of India / New Delhi April 18, 2011, 18:53 IST

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Hindware gets a new identity & positioning

Indiantelevision.com Team

MUMBAI: Sanitary ware products manufacturer, HSIL, has unveiled a new identity for its ceramic brand, Hindware.

With the new identity, the company intends to position Hindware as a young, vibrant and contemporary brand, which is representative of 'Change, Positivity and Passion'.

Hindware's new brand identity is designed by UK's design consultancy Fitch, a part of WPP.

The change in the identity of Hindware showcases the transition of the original logo, which was symbolic of quality and reliability, to the new young logo that reflects confidence and dynamism while maintaining the core values for which the brand has stood for across the years.

HSIL joint managing director Sandip Somany said, "Hindware is one of the most prestigious brands in India today and it gives me immense pleasure to introduce the new brand identity to all our customers and stakeholders. We at HSIL believe that change lies at the core of evolution. It is this philosophy that helps us keep up with evolving consumers and markets."

The new look will flow across products, packaging, signage and all communication. As a part of Hindware's promotion strategy, it plans to roll out a pan-India campaign across the media spectrum. This will comprise both ATL (above-the-line) and BTL (below-the-line) activities.

ATL activities will include print and electronic media with all major dailies, magazines and general interest, business and news channels.

Providing additional support will be the outdoor and radio campaigns. While BTL activities will consist of road shows, product parades along with on-ground mall activities and interesting initiatives at dealer outlets will promote the new brand identity.

The fresh identity is in a shade of red. The readable and simple lower case font has been chosen to portray the brand as 'engaging and approachable' and is immediately recognisable as Hindware.

The logo aims to convey modernity and an innate sense of style. The brand graphic element derives from the negative and positive space found within the new brand identity. It creates an additional layer of brand recognition and recall and can be used across all brand applications.

Somany said, "The new look reinforces the trust and equity in consumers minds and reaffirms the credibility of the brand. The new face of brand Hindware symbolises a set of values that are- 'young, global, contemporary and dynamic'. The unique brand identity supports our desire to balance function and form to the highest degree. This fresh rendition is a manifestation of the global outlook of brand Hindware and reflects the group's ambitions and commitment. Therefore, it is a fundamental change for us going forward."

Hindware unveils new brand identity

<http://www.bestmediainfo.com/2011/04/hindware-unveils-new-brand-identity/>

hindware

Designed by WPP's Fitch, the new identity will be promoted by 360 degree campaign including both ATL and BTL.

HSIL Ltd, the group behind India's leading ceramic brand Hindware, today announced a fresh identity for the iconic brand. Being one of the most trusted names in bathware for millions of customers across India, Hindware has suitably recognised their evolving perceptions and needs. In the past 50 years of its existence, Hindware has steadily developed into a brand which signifies utmost innovation and quality. The new identity reflects these values and the company is all set to position Hindware as a young, vibrant & contemporary brand which is representative of 'Change, Positivity & Passion' and in sync with what modern India believes in.

The all new image of brand Hindware was unveiled at a gala event at ITC Mughal, Agra in the presence of hundreds of channel partners assembled together to celebrate the new face of the brand.

On the occasion, Sandip Somany, Joint Managing Director, HSIL Ltd said, "From being pioneers in sanitaryware in India with our brand Hindware, to successfully being present across India for 50 years, we now represent a brand that is bold, dynamic and ready to take on challenges of the future. The new look reinforces the trust and equity in consumers minds and reaffirms the credibility of the brand. The new face of brand Hindware symbolises a set of values that are- 'young, global, contemporary and dynamic'. The unique brand identity supports our desire to balance function and form to the highest degree. This fresh rendition is a manifestation of the global outlook of brand Hindware and reflects the group's ambitions and commitment. Therefore, it is a fundamental change for us going forward."

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The new identity is in a warm shade of red – the colour of energy and passion. The choice of colour expresses the brand's determination and desire to succeed and deliver for our customers. The easily readable, simple and elegant lower case font has been specially chosen to portray the brand as 'engaging and approachable' and is immediately recognisable as Hindware. It appropriately conveys modernity and our innate sense of style. Our brand graphic element derives from the negative and

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Hindware launches a vibrant new Identity

By Audience Matters News Desk

Tuesday, April 19, 2011

The Hindware logo, featuring the word "hindware" in a lowercase, red, sans-serif font.

HSIL Ltd, the group behind India's leading ceramic brand Hindware, today announced a fresh identity for the iconic brand. Being one of the most trusted names in bathware for millions of customers across India, Hindware has suitably recognised their evolving perceptions and needs. In the past 50 years of its existence, Hindware has steadily developed into a brand which signifies utmost innovation and quality. The new identity reflects these values and the company is all set to position Hindware as a young, vibrant & contemporary brand which is representative of 'Change, Positivity & Passion' and in sync with what modern India believes in.

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On the occasion, Mr. Sandip Somany, Joint Managing Director, HSIL Ltd said, "Hindware is one of the most prestigious brands in India today and it gives me immense pleasure to introduce the new brand identity to all our customers and stakeholders. We at HSIL believe that change lies at the core of evolution. It is this philosophy that helps us keep up with evolving consumers and markets. From being pioneers in sanitaryware in India with our brand Hindware, to successfully being present across India for 50 years, we now represent a brand that is bold, dynamic and ready to take on challenges of the future. The new look reinforces the trust and equity in consumers' minds and reaffirms the credibility of the brand. The new face of brand Hindware symbolises a set of values that are- 'young, global, contemporary and dynamic'. The unique brand identity supports our desire to balance function and form to the highest degree. This fresh rendition is a manifestation of the global outlook of brand Hindware and reflects the group's ambitions and commitment. Therefore, it is a fundamental change for us going forward."

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http://www.network2media.com/index.php?option=com_content&view=article&id=4873:hindware-launches-a-vibrant-new-identity&catid=9:corporate-briefs&Itemid=10

Wednesday, 20 April 2011 09:00 (IST)

hindware

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Hindware unveils a vibrant new corporate Identity

<http://www.adgully.com/marketing/hindware-unveils-a-vibrant-new-corporate-identity.html>

Posted by Adgully Bureau | April 19th, 2011 at 7:45 am

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http://www.franchise-plus.com/Fullstory.asp?news_id=6875&cat_id=3

Apr 19, 2011

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