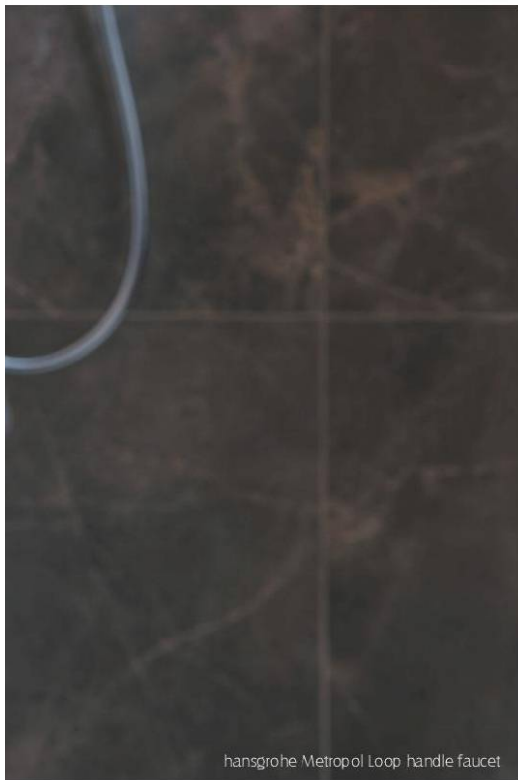




JK & Johnson Bathrooms Chisel set



Dressage ambient by GRAFF



hansgrohe Metropol Loop handle faucet

the perception of India's consumers towards bathroom spaces. "With affordable pricing, high quality and user-friendly designs, we aim to bring about the change in Indian mindset. India represents itself as an opportunity in terms of high-quality products meeting the stringent global quality standards," added Ranganathan.

Urbanisation is a key reason for the optimistic growth of the industry leading to increased standard of living, changing lifestyles and spending capacity, with 2017 estimated to be the year in which about approximately 192 hotel projects with 33,000 rooms will be specified



PANKAJ SHARMA, PRESIDENT - JOHNSON BATHROOMS & KITCHENS

"Currently there are trends towards sustainable products that are not just aesthetically pleasing but are also eco-friendly in the bath fittings and sanitary ware industry in India. The use of sustainable or environment friendly materials would witness an increase in 2017".



EMANUELA TAVOLINI, DIRECTOR OF SALES EUROPE, GRAFF

"We continue to focus and target clients with high expectations, the final price value is not a crucial element in our business development projects. The GST will surely determine a reduction of the gap between the organised and unorganised economy."



GAURAV MALHOTRA, MD, HANSGROHE INDIA PVT. LTD.

"One of the key advantages enjoyed by the unorganised sector despite having a quality deficit was the significant price differential in any product category due to lower tax compliance. This may no longer exist post GST, because in the absence of tax avoidance the competitiveness enjoyed by the unorganised sector would significantly reduce and the inherent strength of the organised segment on account of stronger investments in product, brand and people will lead to higher market penetration".



SALIL SADANANDAN, PRESIDENT, KITCHEN AND BATH KOHLER BRAND K&B S. ASIA, MIDDLE EAST & SSA, KOHLER CO.

"Consumers are seeking products which offer excellence in design and technology. The market for these products is thus growing at a very fast rate. In fact, the premium segment in the Indian market is expected to grow twice the rate of the market".



KE RANGANATHAN, MD, ROCA BATHROOM PRODUCTS PVT LTD.

"With affordable pricing, high quality and user-friendly designs, we aim to bring about the change in Indian mindset. India represents itself as an opportunity in terms of high-quality products meeting the stringent global quality standards."

and conceived in India. Commenting on the rise of urbanisation, **Salil Sadanandan, President, Kitchen and Bath Kohler Brand K&B S. Asia, Middle East & SSA, Kohler Co.**, said, “Consumers are seeking products which offer excellence in design and technology. The market for these products is thus growing at a very fast rate. In fact, the premium segment in the Indian market is expected to grow twice the rate of the market.”

The Goods and Services Tax (GST) rate of 28% imposed on Bathroom Fittings and Sanitary ware offers scope of expansion for the organised players since the new tax regime restricts claiming of tax credits on procurements from unorganised players. According to **Gaurav Malhotra, MD, Hansgrohe India Pvt. Ltd.**, “One of the key advantages enjoyed by the unorganised sector despite having a quality deficit was the significant price differential in any product category due to lower tax compliance. This may no longer exist post GST, because in the absence of tax avoidance the competitiveness enjoyed by the unorganised sector would significantly reduce and the inherent strength of the organised segment on account of stronger investments in product, brand and people will lead to higher market penetration.”

Though the introduction of the tax regime has met with initial disruption for all businesses, few segments have not been affected as much as the middle-level products.

Emanuela Tavolini, Director of Sales Europe, GRAFF, said, “We continue to focus and target clients with high expectations, the final price value is not a crucial element in our business development projects. The GST will surely determine a reduction of the gap between the organised and unorganised economy.”

The design trends and innovation have had several alteration in the past few years with the foray of overseas companies with complete bathroom solutions, water conservation technology and production of fully vitrified sanitary ware, using the present-day technology and best ceramic raw materials available in India. Hence, the design element has its maximum influence on the purchasing patterns of the customers. In addition, brands have come up with their exclusive ‘Experience Center’ in collaboration with architects and designers, where consumers can have a first hand experience with varied range of products. Speaking on current trends **Pankaj Sharma, President, Johnson Bathrooms & Kitchens**, said, “Currently there are trends towards sustainable products that are not just aesthetically pleasing but are also eco-friendly in the bath fittings and sanitary ware industry in India. The use of sustainable or environment friendly materials would witness an increase in 2017.”

The sanitary ware market has been growing at a CAGR of 12.5% since 2010 and expected to excel further. The organised sector focuses mainly on urban areas, while the unorganised sector has targeted the mass end of the urban market and the rural areas. With the introduction of GST, these dynamics are going to change and are expected to benefit organised brands. India’s constant pace and consistent efforts towards urbanisation, changing lifestyle and inclination towards design centric bathrooms, emphasises on the potential for development, with India’s position in the sanitary ware market in the Asia Pacific sphere is consolidating further and is expected to strengthen its global presence in the coming few years. ▲

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W+W by Roca