



The Jaquar group was built on the platform of the highest quality standards, aesthetics and with the intent of providing world-class products. Conceived way back in 1960, the Jaquar Group is an undisputed market leader in the organised bath fittings category. Today, it caters to various socio-economic segments with brands such as Artize in the luxury category, Jaquar in the premium and Essco in the value segments. Jaquar is India's most trusted bathing fittings brand controlling 60% of the branded market. Not content with this status alone, the brand has launched a range of sanitary ware, showers, shower enclosures, water heaters, flushing systems and wellness products. It has a sizeable international presence in the highly complex markets of Europe, the Middle East, Africa and South East Asia.

Market

Many years ago the house was divided into two distinct zones: the public areas and the private space. The former was where guests were invited and entertained and the television set in a dark wooden cabinet was the central attraction. The latter was where the family unwound and relaxed. The two, as a consequence, presented divergent views of the same premises.

In the last decade or so these spaces have merged. And one of the biggest beneficiaries

Builders, architects and home-owners are now realising that a good bathroom enhances not only the desirability but also the value of a property.

In this rapidly developing market, Jaquar has attained leadership in the bath fittings space and is swiftly acquiring a position of eminence in the complete bathing solutions arena.

Achievements

For over a half century, Jaquar has led the market. It has brought new technologies to India,

being accorded the highest respect by people. In an analysis shared by Google it was discovered that Jaquar is the most searched bath brand in the country (Source: Google trend search January 2012 to January 2015). Nielsen's accorded it the status of the Most Trusted Fittings Brand in a market study carried out by it in 2013. Not surprisingly, too, each year, for nearly ten years Jaquar has also won the internationally recognised Superbrands accolade. Scoring 8.44 out of 10 suggests that Jaquar is ranked amongst the top 5% of all brands surveyed by Superbrands across all categories in India.

History

The Jaquar Group began life as Essco in 1960 in a market that was, at best, tepid. Soon Essco became the benchmark for the value segment of the organised bath industry in India and, today, defines base quality standards.

It was not until 1972 that the company shifted gears and built India's first integrated manufacturing plant for bath fittings. Fourteen years later, it launched its premium brand, Jaquar and later renamed the company after its most successful introduction. Soon advanced superiorly engineered flush valves were introduced, followed by a customised range of bath fittings.

By the turn of the century, the market had matured sufficiently for the company to launch its wellness division. A wide portfolio of products – whirlpools, shower panels, showers, steam cabins and spas – bearing the Jaquar logo came into being.

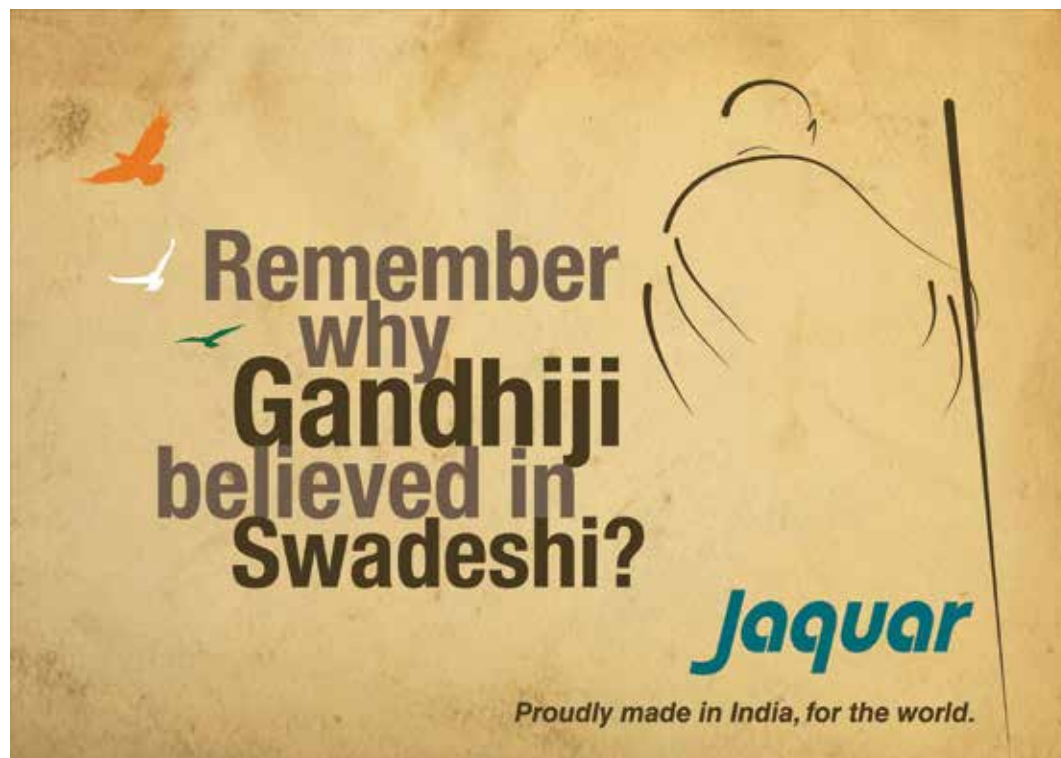
In quick succession it expanded its range and developed a series of innovations: the display and orientation centre in 2001, which it rapidly scaled up to 22 cities across India; a shower enclosure division; two advanced manufacturing plants in Bhiwadi, Haryana; a water heater division and the launch of its luxury brand – Artize in 2010.

The following year, it launched its sanitary ware division with designs co-ordinated with Jaquar bath fittings. Today, Jaquar has evolved into a complete bathing solutions brand with one of Asia's largest state-of-the-art manufacturing facilities spread across 150,000 square metres.

The company's capping achievement was the commissioning of its international headquarters in Manesar in the NCR region – a net zero Green building – that generates 760 kilowatts of electricity from solar energy.

Product

The range of products and permutation of finishes offered by Jaquar remain unmatched by any other



of this transformation is the humble bathroom. Somewhat neglected till a while back, it is now a sparkling zone of high involvement, reflecting the tastes, standard of living and aspirations of the homeowner. Bathrooms have become fine living spaces.

The next big trend that is emerging from this rapid evolution is coordinated bath spaces. These amalgamate the design language of various products like bath fittings, sanitary ware, wellness products and even accessories. Today, bathrooms are becoming bath suites. This change in mindset and aesthetics has spawned a whole new genre of bathrooms that now marry convenience, functionality, luxury, technology, colour and shape into a magical world.

developed new concepts and introduced a slew of new categories. Today, this brand controls over 60% of the organised market for bath fittings.

Such is the dominance of this powerful Group that it manufactures and sells more than 22 million bath fittings each year and delivers 1.27 million bathrooms annually. To let people experience the luxury and magnificence of Jaquar products the company launched 22 orientation centres across the country. Live demonstrations, professional advice and assistance in installation, apart from showcasing the latest range of complete bath room products, are the main features of this novel concept.

Sitting at the helm of the branded bath fittings industry in India, Jaquar has had the privilege of

manufacturer in India.

Its range of faucets is a perfect blend of design, quality and performance. An in-house award winning design team turns out dozens of new models in single lever, quarter turn and multi-turn operations each month. More than 60,000 faucets – each guaranteed for ten years – are manufactured every day, conforming to the highest quality and regulatory standards.

Jaquar showers are designed to deliver a range of experiences – from gentle rain to a vigorous cascade and every refreshing sensation in between. The company's over head, hand- and body-showers complement a wide range of shower systems catering to unique showering habits and design and installation requirements.

The sanitary ware range from Jaquar features contemporary profiles and a design narrative that enhances the bathroom décor. The brands' wide range of basins – wall hung, over counter, under counter and counter top installation – are well coordinated to complete a perfect picture. The water closets with single piece, coupled and wall-mounted options are more hygienic and include anti-bacteria and trap-wash glaze along with dual flush water saving options.

A range that is making heads turn is Jaquar's whirlpools. Their powerful jets project water in a flowing, circular motion which relaxes the body, improves blood circulation, provides relief to fatigued muscles and eases inflamed joints.

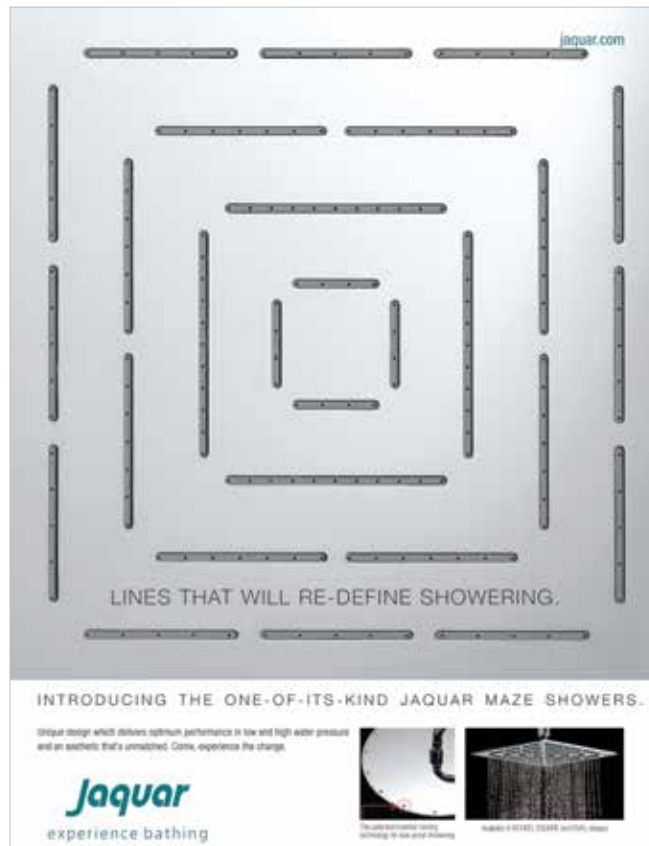
Jaquar's spa models are created to let the body relax and restore the natural equilibrium. Their circuits comprise various seats and common footrest at the centre. Each seat is strategically fitted with different types of massage jets in various positions, oriented to massage different parts of the body.



Jaquar has also launched superbly crafted steam cabins, shower panels, shower enclosures and water heaters – all designed with the Indian consumer in mind and the tough conditions that often prevail here.

Recent Developments

Plain, simple functionality – often referred to in modern parlance as a vanilla offering – is passé. Indian consumers are no longer content with it, preferring design, coordination, technology and now increasingly environmental considerations over the simplicity of yesteryears. Jaquar has responded



to these sweeping changes in the design, craftsmanship and scope of its manufacture.

Consider hi-flow thermostats; this is one of the latest offerings from Jaquar which allows consumers to enjoy a hot shower even in low-pressure conditions. Take i-Flush – this revolutionary flushing mechanism installs directly in the pipeline and requires no special connection from the overhead tank. Then there is the maze shower – a high-performance shower which maintains stream strength in low pressure providing a soft feel while its hydrolite showers are unique LED showers which change colour as the temperature of the water changes.

Promotion

Jaquar has always striven to take a 360-degree approach to brand building communication. Apart from launch communication for new products and product-specific videos on YouTube, the brand has also made a bold corporate statement of its preferred status among Indian consumers with the launch of its *India wakes up to Jaquar freshness* campaign.

The campaign, which includes full page newspaper ads, outdoor billboards, Internet banners and airline boarding card backs, has been widely seen across the country.

Jaquar also made its presence felt at the world's biggest bath exhibition – ISH in Germany – where for the first time it put on display radical new designs and concepts that it had developed. The Jaquar Group showcased its impressive conceptual and design skills as well as its high-quality manufacturing

capabilities to hundreds of trade representatives and visitors from Europe, the Middle East, the Asia-Pacific region and Africa.

The Jaquar stall was designed to highlight the bathing experience with Jaquar and Artize creations. The visitor's journey through the stall was a layered discovery of the brands, guided by design, embellished by light and sound, and peppered with elements of surprise – like the live, human demonstration of an innovative 360-degree showering concept called Joy Ring. Also on display were the Tumble Rain bucket showering concept, and the Rainjoy luxury shower.

The designs that were showcased included award-winning bath fittings like Linea and Confluence, and the soon-to-be-launched ranges like Tailwater and Tiara. Designer ranges created by Lisa Bosi of Italy, Claudia Danelon of the Danelon Meroni design studio in London and Michael Foley and Parichay Mehra from India, were spotlighted by Jaquar for the global trade audience.

Brand Values

Jaquar, the brand, was built on the platform of quality and aesthetics, with the intent of providing Indians world-class products.

The new brand makeover celebrates the past while striving to actively shape the future. The company emphasises the attention it has paid to the finer details so that the experience that users have is very special and very profound.

It encapsulates three aspects of Jaquar: passion for technology, high quality products and unmatched customer service.

The Jaquar approach to communications has always been integrated and holistic, involving its end consumers, retailers, builders and architects.

The brand has followed a multi-faceted strategy that combines the efforts of both above-the-line and below-the-line promotions with a perfect mix of informational and lifestyle approaches. Exhibition participation across the globe in leading trade fairs to advertising campaign in various media vehicles to live demos through Jaquar Orientation Centres and informative literature through various collaterals is part of its focused promotions strategy.

Things you didn't know about JAQUAR

- ▶ Every year over 5 million more people begin their day with a Jaquar bathing experience
- ▶ Jaquar is one of the fastest growing bath brands in the world; it employs 6601 people
- ▶ Jaquar is the first Indian bath fitting manufacturer to win a design award from IF/Plus X of Germany and Good Design of the US
- ▶ Scoring 8.44 out of 10 suggests that Jaquar is ranked amongst the top 5% of all brands, across all categories surveyed by Superbrands in India