

# Parryware

It's not easy being a 64-year-old company in modern India. But such has been the craft of Parryware that it has reinvented itself, re-energised its product lines and continued to dominate the bathroom fittings space in India. Along this journey, this exceptional company has to its credit several path-breaking initiatives: touch-free bathroom products, anti-microbial seat covers, waterless urinals, dual flush systems and a Cascade cistern that has itself become a new category for this industry. Today, Parryware is a wholly-owned company of the Roca Group of Spain. It offers the most contemporary range of vitreous sanitaryware, seat covers, plastic cisterns, bath tubs, kitchen sinks, electronic flushing systems and an imported range of bathroom products.



growing needs and appetites of a young audience. Its seven manufacturing plants, each strategically located, give it access to every important market in India and firmly position it as the brand of choice.

The brand aspiration is to uphold its proud inheritance of having the widest consumer base in the bathroom solutions space in India. Perhaps this, more than anything else, has resulted in the

company registering an exceptional 15% compounded annual growth rate.

## Achievements

Parryware is a complete brand. Its vitreous china factories located at Dewas, Perundurai, Alwar and Ranipet have a total installed capacity of 5.20 million pieces per year.

The faucet factory in Bhiwadi manufactures 1.90 million taps per year while its two plastic plants acquired in 2014 in Sriperumbudur and Pantnagar harbouring 30 plastic injection machines have annual installed capacities of 1.50 million cisterns and 1.80 million plastic seats and covers respectively.

Every piece that comes out of these plants is rigorously tested ensuring very high standards of quality. An acknowledgement of

this effort is the fact that Parryware has been conferred the coveted Trusted Brand accolade consistently since 2012, while it has received the Superbrands honour in 2005, 2007 and 2015. The Powerbrand award came to the company in 2011 in addition to endorsements from leading International quality certification authorities.

Parryware has to its credit several path-breaking initiatives. When launched they were each novelties, today, years after being firmly established they have attained an iconic status. In this smorgasbord of offerings consider the dual flush system, the anti-microbial seat

covers, waterless urinals and electronic, touch-free bathroom products; each broke fresh ground and introduced to India products that were then par for the Western world. Inspired by a competitive spirit, Parryware continues to focus sharply on discerning customers and strives to provide innovative bathroom products, solutions and services.

## History

Parryware was originated from EID Parry and was later acquired by the Chennai-based Murugappa Group. In 2006 Parryware formed a joint venture with the Roca Group of Spain. It became its subsidiary in 2008 and turned into a 100% Roca-owned entity in 2011.

Parryware led its way in the sanitaryware industry by first gaining dominance in South India, where it was headquartered, and gradually entering and capturing the market nationwide. It tagged itself as a trendsetter by being the first sanitaryware company to launch the Cascade cistern which has since become a category in itself. Another milestone that the brand has achieved is reaching the extraordinary sales figure of more than 12 million Slimline polymer cisterns till date. The figure firmly re-establishes Parryware's leading market position in the sanitaryware space and in the category of polymer flushing cisterns.

Roca, itself is a nearly one hundred year old company. It commenced operations in 1917 manufacturing cast iron radiators for domestic heating in Gavà, near Barcelona. It soon expanded its portfolio with the production of boilers. By 1929, Roca had entered the emerging bathroom space with the production of baths. In 1936, it entered the vitreous china space and in 1954 it also began manufacturing brassware.

In the 1990s, the Roca Group began exploring international markets – first by setting up commercial branches and then by signing agreements with local leading brands. Soon the company had presence in Portugal, France, the United Kingdom, Germany, Italy, Russia, Morocco, Argentina, Brazil and China. Its major step in internationalising its production facilities came in 1999 when it acquired Keramik Holding Laufen of Switzerland. The acquisition of Laufen allowed the Group to strengthen its position in strategic markets where the brand had less presence, such as Eastern Europe, Brazil and the US.

Currently Roca is a world-recognised manufacturer with activities in more than 135 countries and 76 production plants across all five continents.



## Market

The bathrooms, faucets, fixtures and fittings market in India is still in its adolescence. Much of the middle- and top-end is localised to the urban belts while large swathes of local communities in rural markets wait patiently to enter its sanctum.

Parryware strategically caters to a mass market across geographies. It targets households that aspire to live in better homes but are conscious of the price they pay and the quality they seek. Each product from the stables of Parryware is a finely thought out design that embodies a contemporary style and meets the

## Product

What makes Parryware a people's brand, is its quest to understand consumer needs and to constantly strive to produce customised and innovative products to address them. Under its fold is an unrivalled product range that includes bathroom vanity and furniture, faucets, fittings, kitchen sinks, electronic toilets, plastic cisterns, plastic seat covers and wellness products. Its wellness range encompasses bathtubs, shower panels and shower enclosures.

Its most recent launch, the Verve collection, comprises premium water closets. Available in pristine white, these works of art have the effect of turning the bathroom in to an oasis of optimal aesthetics. The modern and stylish design, rounded contours and soft shapes enhance the sophisticated appeal of the bathroom. The soft close seat cover, dual flush and coupled closet dual outlet ensures a superior user experience. All these elements contribute to an overall sense of rejuvenation and joie de vivre.

Parryware is a compromise-free company. All its products bear the unmistakable stamp of superior quality and affordable prices. Each product is contemporary, pulsating with energy and effervescence. It is this vigour that helps Parryware transform a functional bathroom into a haven of comfort and style.

## Recent Developments

To cater to the rapidly growing demand for its products, Parryware has recently undertaken large-scale expansion of its vitreous China plant in Dewas, Madhya Pradesh. It has invested more than Rs. 100 crore in the scaling up, restructuring and expansion of the manufacturing facility, resulting in the doubling of its production capacity from 1.20 million pieces to 2.40 million pieces per year. Further strengthening its robust foothold in key geographies, Parryware also recently opened a new office in Rajkot, Gujarat to handle the operations in this rapidly growing market.

Parryware aims at giving back constructively to society. Its concern for the stagnating education system and the need to fill the breach has resulted in the company

announcing plans to build toilets in schools across the country. The initiative is a part of the company's corporate social responsibility plan and is inspired by the Prime Minister, Narendra Modi's Swachh Bharat Programme that emphasises the need for better sanitary conditions with a special focus on toilets in schools.

Parryware has undertaken to contribute meaningfully to this much-needed project. In this



pursuit it has targeted schools in Coimbatore, Indore, Erode, Bhiwadi, Sriperumbudur, Pantnagar, Alwar and Ranipet. Wherever necessary, it has plans to construct separate toilets for girls, providing them privacy, comfort – and an added incentive to continue their education. Parryware has also been doing its bit to augment Indian awareness about the importance of sanitation and good hygiene. On World Toilet Day a few months ago, it orchestrated a road show in Gurgaon's bustling

DLF Cyber Hub. It brought the popular group, Asmita Theatre, to showcase a play that highlighted the sanitary problems in India and the medical issues related to it. The company hopes that these initiatives will contribute to making India a better place and its people a little more elevated in the hygiene pecking order. If India has to emerge as the next big power it will need this ladder.

## Promotion

The market for sanitaryware and fittings is a complex and a highly competitive one. To stay ahead, companies need communications

and marketing strategies that are truly out-of-the-box. To engage with its target audience Parryware broke fresh ground when it sponsored the prestigious NDTV Property Awards in 2014. It was an event that witnessed high attendance from the biggest names in the Indian real estate industry and gave attendees an opportunity of meeting, first hand, an important partner in their business.

As a brand that stands for excellence in

quality, design and innovation, sponsoring the NDTV Property Awards fused perfectly with the core value proposition of creating beautiful living spaces.

## Brand Values

The intrinsic brand values of Parryware continue to lie in trust, practicality, value-for-money, contemporary relevance and youthful appeal. The company's legacy that goes back more than 60 years and the indelible stamp of quality and reliability that its products have come to be associated with, are what makes Parryware the leader in this segment.

This trust has been hard earned through quality, competitive pricing, an ultra-wide range and unmatched service delivery. Offering easy to implement bathroom solutions, Parryware's range of products fit every need, space and pocket.

Ever eager to understand the dynamic needs of consumers, Parryware constantly reinvents itself. Its latest range of designer bathroom fittings is a witness to this evolution while keeping true to the brand's core values.

## Things you didn't know about PARRYWARE

- ▶ Apart from Parryware, the Roca Group has five other brands in India: Armani-Roca, Laufen, Roca, Johnson Suisse and Johnson Pedder
- ▶ Parryware contributes 85% of the Roca Group's India turnover
- ▶ From 400,000 faucets and 2.80 million ceramic pieces in 2007 Parryware now sells more than 1.50 million faucets and 4.50 million pieces of ceramic annually
- ▶ Parryware was the first brand in India to introduce water-saving closets
- ▶ Parryware recently received IAPMO laboratory certification for its Dewas and Bhiwadi plants
- ▶ In the last eight years Parryware has invested more than Rs. 320 crore in India
- ▶ From its plants in India Parryware exports ceramic, faucets and plastic products to the Group as well as to customers in Europe, US, Middle East and China
- ▶ After 64 years, Parryware has developed a new logo – representing a new philosophy and renewed energy

