

H&R Johnson inaugurates its new State-Of-The Art Store “The House of Johnson Experience Centre” in Thane!

~The House of Johnson Experience Centres are a new generation of innovative & experiential stores equipped with state-of-the art displays, latest products & a 3D Virtual Reality Platform!

Thane, 20th June, 2018: H&R Johnson enjoys the reputation of being the only entity in India to offer end-to- end lifestyle solutions covering Tiles, Sanitaryware, Bath Fittings, Engineered Marble and Quartz. **H&R Johnson today launched their new ‘House of Johnson Experience Centre,’ its most ambitious, innovative and advanced store, at Ghodbunder Road in Thane West.** With a classy ambience and high quality products, displays and mock-ups, the state-of-the-art House of Johnson Experience Center in Thane spans across 6000 sq. ft. and covers displays of the brand verticals including *Johnson Tiles, Johnson Bathrooms and Engineered Marble & Quartz.* The new experience center is also equipped with proper training facilities and an in house design team to offer expert design solutions.

Intended as the future of designing living and commercial spaces, the House of Johnson Experience Centre in Thane store boasts of a **3D Virtual Reality Platform** where customers can select and view tiles for floors and walls in a realistic virtual environment.

The company also launched a host of new products for the customers in Mumbai & Thane – The Johnson Porcelano Royal Care range large format slabs in 240X120 cms and 120X120 cms with anti-microbial and stain free properties, the new 30X60 cm SLIM series of wall tiles, the Johnson Endura Stonex series of wall cladding tiles with highly realistic natural finishes and several new designs and sizes in the Johnson Marbonite Elite range of tiles.

The display center was inaugurated by Mr. Vijay Aggarwal, Managing Director, Prism Johnson Ltd. and Mr. Joydeep Mukherjee, Executive Director & CEO H&R Johnson (India). The event was also presided over by the top management from the company including Mr. Pankaj Sharma, President Sales & Marketing, Mr. Anoop Sreekumar, Sr. VP Sales & Marketing and Mr. Dinesh Vyas, Sr. VP Product Development & Marketing.

Commenting on the occasion, **Mr. Vijay Aggarwal, Managing Director, Prism Johnson Ltd.** said, *“We have long held a strong belief in the philosophy of relentless innovation to pioneer the future of the categories we deal in. This new generation of stores, our most ambitious to date, are another step in that direction. The House of Johnson Experience Center will completely elevate the buying and selection process for Home Solutions and Lifestyle products as it serves as a one-stop-shop for planning & designing residential as well as commercial spaces.”*

Mr. Joydeep Mukherjee, ED & CEO, H&R Johnson (India), said “The Experience Center will house trained and knowledgeable staff to facilitate customers who come on their own; understand their needs and preferences and offer the best customized solutions that meet their design and budget needs. It will also facilitate Architects and Interior Designers to get the most contemporary design solutions for their project needs. Customers & designers will not only be able to visualize the latest products in these centers but will also be able to find new ideas and suggestions for designing different spaces – all under one roof! At these novel display centers it will also be possible to shortlist, get estimates and book any desired and selected products”

Store Address: Shop No 5, Cosmos Jewels, Near D Mart, Ghodbunder Road, Thane West.

About H & R Johnson (India): Established in 1958, H & R Johnson (India), a division of Prism Johnson Ltd is the pioneer of ceramic tiles in India. Over the past six decades, H& R Johnson has added various

product categories to offer complete solutions to its customers. Today, H&R Johnson enjoys the reputation of being the only entity in India to offer integrated lifestyle solutions covering Tiles, Sanitaryware & Bath Fittings as well as Engineered Marble and Quartz. For Tiles Johnson has four sub-brands i.e. Johnson Tiles, Johnson Porselano, Johnson Marbonite and Johnson Endura that offers end to end tiling solutions for every space and application. Johnson Bathrooms offer complete solutions in bathrooms ranging from sanitaryware, faucets, accessories and wellness products. In ceramic/vitrified tiles, H&R Johnson has 13 tile manufacturing plants with a manufacturing capacity of 68 million sq. meters p.a. making best in class tile products, as well as 2 plants for Bathroom fitting products. H&R Johnson also has a countrywide chain of 'House of Johnson' showrooms.

For further details, please visit www.hrjohnsonindia.com

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