

## **H&R Johnson opens its 'House of Johnson' Showroom at Trichy, Tamil Nadu**

**Trichi, December XX, 2016:** As part of its business plan to focus on expanding its consumer reach, H&R Johnson (India), India's leading Integrated Lifestyle Solution provider offering tiles, bathroom products and modular kitchens, today announced the opening of its "House of Johnson" showroom at Trichy in Tamil Nadu market. The showroom Silpa Agencies aims to provide a total lifestyle retail experience to its target audience.

Spread across 7500 square feet, the "House of Johnson" showroom showcases various product categories in a modern retail set-up catering to customers' varied home lifestyle needs. The showroom displays an exquisite and elegant range of the company's home lifestyle products from across its categories like Johnson Tiles, Johnson Porselano, Johnson Bathrooms, Johnson Marbonite and Johnson Endura Collection.

Commenting on the launch of the new showroom in Trichy, **Mr. Joydeep Mukherjee, Executive Director & CEO, H&R Johnson** said, *"Tamil Nadu has been one of the key drivers of H&R Johnson's business growth since the last few years and is a very large and important market for us. This showroom will help us to provide our customers with a unique product experience of the latest trends in home lifestyle segment and provide several items needed to make their new homes or renovate their existing homes with the most contemporary home decor concepts. With the inauguration of this showroom in Trichy, our customers will have an opportunity to experience the product innovations & large product ranges that we have to offer."*

**Store Address:** Silpa Agencies, Karur By pass road, Near Hotel SKV, Trichy-620 002

**About H & R Johnson (India):** Established in 1958, H & R Johnson (India), a division of Prism Cement Ltd is the pioneer of ceramic tiles in India. Over the past five 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 end-to-end lifestyle solutions covering Tiles, Sanitaryware & Bath Fittings, Engineered Marble and Quartz as well as Modular Kitchens & Modular Furniture. 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. Johnson Kitchens offers modular Indian and imported kitchens from Nobilia, Germany's No.1 kitchen brand. We have also partnered with Rauch, Germany's leading brand for modular furniture like beds and wardrobes. During the fiscal year-ended 31st March 2016, H&R Johnson's net revenues were Rs. 2280 crores. In ceramic/vitrified tiles, H&R Johnson along with its Joint Ventures and subsidiaries has a capacity of over 61 million m<sup>2</sup> per annum spread across 11 manufacturing plants across the country. H&R Johnson also has its own plants for Bathroom CP fitting products at Himachal Pradesh & J&K. It has the largest pan-India

distribution network of over 1,000 dealers, over 10,000 sub-dealers, 49 branches and depot network as well as a countrywide chain of 26 'House of Johnson' showrooms. For further details, please visit [www.hrjohnsonindia.com](http://www.hrjohnsonindia.com)

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