

H&R Johnson's new 'Johnson Crest' store opens in Hooghly, West Bengal

Hooghly, September xx, 2016: As a 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, modular kitchens, engineered marble & quartz and wooden floorings announced the opening of its **Johnson Crest** retail experience store named as **MAA VAISHNAV MARBLES** in Hooghly, West Bengal. This Johnson showroom will focus on marketing Johnson's wide range of tiles including its most exquisite products like Johnson Care Series and Johnson Porselano.

The launch of this 1550 sq. ft. Johnson Crest store expands the company's retail presence in West Bengal. These stores add a new format to the company's modern retail footprint. This showroom will offer a greater scope to expand its overall retail footprint in Tier 2 & 3 markets besides enabling better penetration in West Bengal.

Commenting on the new store in Hooghly, **Mr. Joydeep Mukherjee, Executive Director & CEO, H&R Johnson** said, *"West Bengal has been one of the key drivers of H&R Johnson's business growth and is a very important market for us. We are proud to be partnering with MAA VAISHNAV MARBLES and look forward for this association to help provide our customers at Hooghly a unique product experience of the latest trends in home lifestyles and decor concepts. As we aggressively roll out our new innovations in the market, customers at this store will be able to get a real world feel of the product innovations & large variety that we offer in tiles and our most notable innovations like the Germ free Porselano & Care series tiles amongst others."*

Store Address: MAA VAISHNAV MARBLES, 1/C, S.C. Mukherjee Street, Konnagar, Landmark- Opposite Konnagar Fire Brigade, District- Hooghly, West Bengal

Contact Number:

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 58 million m2 per annum spread across 10 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

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