

H&R Johnson launches new range of tiles “Johnson Porselano 2016”

Lucknow, July 22, 2016: To create a luxurious sanctuary within your home by adding the exclusivity and modernism of art in its purest form H&R Johnson (India), India’s leading Integrated Lifestyle Solution provider offering tiles, bathroom products, modular kitchens and engineered marble & quartz today announced the launch of the 2016 collection of the Johnson Porselano range of tiles. The New collection recreates variety of distinct artisan textures that can be integrated beautifully across every corner of your home to help you realize your design ambitions and see them become unique masterpieces in their own right.

Commenting on this, **Mr. Joydeep Mukherjee, Executive Director & CEO, H&R Johnson** said, *“JOHNSON PORSELANO – 2016s’ new portfolio is unique in the sense that it not only it meets your quest to get authentic, technically superior tiles options for walls and floors, but also addresses the often encountered gap between what your interior themes and thoughts demand and what options are available in market. The aesthetics that are presented in Porselano made us create tiling themes which support the popular interior styling themes – let your choice be – minimalistic or modern or contemporary, you would find most appropriate option in JOHNSON PORSELANO.”*

Coming from H&R Johnson, the Porselano 2016’ tiles and slabs are created using the finest quality of raw material and ingredients, employing latest technologies and equipment and using our longest research & development experience in the field of ceramic engineering.

To suit the designing style of architects, the 2016 collection has been grouped in 4 sub-collections namely:

A. Mega Porcelain Slabs (MPS)

- a. TREACLE finish – it is a fine crystalline partially reflective surface adding beautiful effect to the high resolution, true to life stone and also a cement finish flooring slabs. It also brings the element of nature’s coordinated randomness where one slab is not the exact replica of the other. This variation adds value to the charisma and choice.

There are 16 unique and beautiful themes presented in the first edition of MPS. The surface that gets MPS installed has JOHNSON's 'STAIN-FREE' feature which means – least maintenance and more hygiene!

B. Germ-Free Porcelain Slabs and Splits (GPS)

Johnson's Germ-Free tiles are not only aesthetic, but technically advanced too!, since they prevent the accumulation and growth of bacteria in your living spaces, thus increasing the levels of hygiene in your home dramatically. Mirror polished Italian marble, soft finished wooden surface as well as high definition relief in stone and wood themes makes the collection best in class. Above all H&R Johnson has introduced two new surface effects to this 2016 collection - Dazzle and Metolium

- a. DAZZLE – It brings a unique sheen of crystalline treatment.
- b. METOLIUM - Its treatment of the surface produces a Metal sheet effect on the PORSELANO clad surface!

GPS-2016 edition has options to support all popular interior styles – Modern, Minimalistic, Contemporary, Retro, Victorian and Art Deco to create a space with your own eclectic theme!

C. New Introductions in Glazed Vitrified Slabs (GVS)

GVS- 2016 edition has 14 new, pleasant and robust themes. There are two new effects in popular GVS collection - High definition relief (HDR) surfaces and unique Dazzle effects which is available in few options.

We have also introduced 'HDR' surfaces options in the popular GVS collection of Johnson Porcelano for our customers with refined choice of using stone, non-reflective, little coarse effects on floor in square patterns of big tiles.

D. Glazed Vitrified Tile (GVT)

GVT-2016 edition has two portfolios with 26 new themes. While one is applicable to all India customers, another is specifically for North, East and Western regions. Marble, Wood, other natural stone themes dominate the portfolio in varied finishes like highly reflective, soft satin etc as well as few options in 'SUGAR CRYSTAL' finish. A stunning concept feature has been introduced for FLOOR-FASHION - the "COMBI-DECO". The international trend of creating

beautiful flow in the floor decoration needs coordinated decor elements. We are presenting some concepts which blend mesmerizing surface aesthetics to break the monotony. There are 5 such COMBI-DECOR themes in GVT.

Johnson Porselano 2016 also includes few new wall tiling concepts in the popular 'NEO' series. All these wall tile themes have a perfect coordinated flooring tile.

Your floors and walls will never be the same again and so will your perception of tiles. Johnson Porselano will bring a big difference to your living space.

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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