



JOHNSON-TILES OPENS ITS 1ST EXPERIENCE CENTRE IN MADHYA PRADESH H & R Johnson inaugurates “House of Johnson” for Tiles & Bathrooms at INDORE

Indore, 20th February 2019: H & R Johnson enjoys the reputation of being the only entity in India to offer end-to-end home lifestyle solutions covering Tiles, Sanitaryware, Bath Fittings, Engineered Marble and Quartz. **H & R Johnson launched their ‘House of Johnson Display Centre,’ which is a new generation experience centre,** at SHOP NO. 5, 6, 7 AND 8, UPPER GROUND FLOOR, EXOTICA, SHALIMAR TOWNSHIP, VILLAGE NIRANJANPUR, A. B. ROAD, INDORE (M.P) 452001.

Established in England in 1901, Johnson started making tiles in India since 1958. Today, H & R Johnson (India) has 15 state of the art manufacturing plants of which one is located in Dewas - Madhya Pradesh, 4 leading product brands which offer 25 different product categories and over 3000 products options in tiles along with premium offerings in sanitary ware, bathrooms fittings, engineered marble & quartz.

Located in Shalimar Township, this 5800 sq. ft. unique display center has more than 2500 quality products for customers to choose from in a conducive ambiance and is the part of HRJ’s initiative to get closer to its customers and help them choose the best for their homes and projects. Indore is one of the chosen cities for Johnson’s 25 planned centers, which brings the best in class tiles of International repute and bathroom products at quite an affordable price from the country’s leading brand – Johnson.

The House of Johnson experience center was inaugurated by Mr. Sarat Chandak, CEO Designate of H & R Johnson (India). The event was presided over by leading architects and Johnson dealers along with the top management from H & R Johnson (India) including President- Tile Sales, Mr. Anoop Sreekumar and HRJ’s Marketing Head Mr. Dinesh Vyas among others.

Commenting on the occasion, Mr. Sarat Chandak, CEO Designate of H & R Johnson (India) said, *“In the last six decades, Johnson has always been a pioneer to create innovative products that suit the Indian environment and helped us to maintain the reputation of the brand. We are thankful to the customers who supported our high-quality new products consistently. Our initiative to open “House of Johnson” across the country has the objective to 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.”*

With approximately 3000 products, Johnson has a range of tile options for all spaces. From residential and commercial to industrial spaces, Johnson has tiling solutions apt for all application areas for walls and floors that includes special features that make the tiles durable and easy to maintain. Johnson also has a range of specialty tiles that include anti-static tiles that ground electricity, tac tiles designed to help the visually impaired navigate, solar reflective tiles that reflects solar heat back into the atmosphere reducing surface temperatures, durable and beautiful landscape tiles that can stand the wear and tear of outdoors.

Johnson has been recognized by its customers and industry experts for its innovation and unique offerings. Johnson Endura was recently awarded the Superbrand title for its range of specialty tiles in the category.

Present at the event, Mr. Dinesh Vyas, Marketing Head at H & R Johnson (India) said *“One of the objectives of this experience center is to guide the consumer in selecting the right product for their home which is challenging as there are hundreds of similar looking tiles in the market with very little relevant and authentic information. Similar looks do not mean same quality. Also it is not necessary that one has to compulsorily buy very costly tiles to create beautiful and durable flooring and*

bathrooms. Consumers in and around Indore will get to see the widest range of products by any single reputed brand in the city. The staff here shall help the potential customers in the selection process and ensure that their buying process remains a pleasure.

In one of our market study we found that some customers think we only have very high-end and costly products as compared to other tile brands. A visit to House of Johnson will make them realize that at a small premium, people can get high value product from the most trusted Johnson Brand. We have a complete new and wide range of products at reasonable price”

He further added *“Architects and Interior Designers are increasingly helping the end-users to create aesthetics and comfort in the new or under renovation space and look out for products which are latest, trendy and have International appeal and promote hygiene along with being eco-friendly. At a very nominal premium, Johnson has introduced a new generation category of tiles which are Stain-Free and Germ-Free as well. Another product that is attracting users and specifiers equally is our “Cool Roof” tiles which keep the room below the roof much cooler during hot sunny summer days. It reduces the air-conditioning which is again good for the environment.*

Indore’s House of Johnson is not only presenting the best in class international quality tiles, but also has selective, reasonably priced high quality Sanitary ware, Bath fittings and Engineered Marble and Quartz. All related categories from Johnson under one roof also results in time saving for consumers and specifiers.

Johnson stockiest and retailers can bring their customers to House of Johnson display center for a unique experience. The channel partners will also be benefited as the center would help in creating more satisfied end-customers and the increase in demand would be catered by channel partners only.”

Mr. Vyas said “We are working towards increasing the quality of tiling in the country and we have found out that there is lack of understanding when it comes to tiles. We have initiated some programs for architect and designing students empowering them on technical and related knowledge on tiles which will improve the quality of tiling. In this experience center we are planning to host interactions with Architects and Engineers at regular intervals to update them on new products, their value proposition and address their queries related to tiles and bathrooms.”

Recently HRJ opened experience centers in Kolkata, Guwahati, Chennai, Coimbatore, Cochin, Thane (Mumbai), Lucknow and Ahmedabad, Raipur and after Indore, within a months’ time 3 more centers will be opened. The Company has plans to open experience centers in towns like Pune, Bangalore, Hyderabad, Vijayawada, Delhi and Mumbai as well as in some tier-II cities as well. Apart from large size stain-free and germ-free floorings, bathroom tiles, germ-free sanitary ware and designer durable bath fittings, germ-free engineered marble and quartz slabs will also be available for selection.

In India, H & R Johnson is a division of Prism Johnson Limited (Formerly Prism Cement Limited) and has the most reputed tiles brands viz – JOHNSON, MARBONITE, PORSELANO and ENDURA. Sanitary ware and bath fittings fall under the ‘JOHNSON BATHROOMS” vertical and ‘Johnson Marble & Quartz” vertical represented engineered marble and quartz products which come in 10 feet x 4 feet size.

Recently HRJ launched Germ-Free glazed vitrified slabs of up to 8 feet x 4 feet size in just 9 mm thickness which is a technically superior alternative to imported Italian marble. Launched under its brand “POSELANO”, these vitrified slabs have an added advantage of being stain-free and germ-free, which only HRJ makes in India.



Johnson tiles and all its brands have been receiving Super Brand, Trusted Brand and recognition like these which shows the consistent approach of HRJ to create best in class product and remain transparent with its customers.

“We wish to elevate the standards of tiling and bring an element of style in Madhya Pradesh by closely working with Architects, Engineers and individual house builders and invite all to House of Johnson for an interaction with innovative products and concepts on display. Resolving the challenges related to tiles and bathroom products by providing right information and supporting in the entire buying process is part of our marketing strategy and I am very happy that I could do it in H & R Johnson” said Mr. Dinesh Vyas.

Display Centre Address:

SHOP NO. 5, 6, 7 AND 8, UPPER GROUND FLOOR, EXOTICA, SHALIMAR TOWNSHIP, VILLAGE NIRANJANPUR, A. B. ROAD, INDORE (M. P.) 452001.

About H & R Johnson (India): Established in 1958, H & R Johnson (India), a division of Prism Johnson Ltd. (Formerly Prism Cement 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 end-to-end lifestyle solutions covering Tiles, Sanitaryware & Bath Fittings, 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. Johnson Marble & Quartz offer a range of products in engineered marble and quartz. H & R Johnson has 13 tile manufacturing plants (including Joint Ventures) across the country and 2 plants for Bathroom CP fitting products. For further details, please visit www.hrjohnsonindia.com

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