



Johnson Tiles Partners' with Gujarat Lions Cricket Team for IPL Season 9

Mumbai, April 7th, 2016: As part of its marketing strategy to constantly innovate to connect with its consumers H&R Johnson (India), India's leading integrated lifestyle solution provider today announced its association through its flagship brand "Johnson Tiles" with the "Gujarat Lions" IPL cricket team as associate sponsors for IPL season 9.

Commenting on this association **Mr. Joydeep Mukherjee, Executive Director & CEO, H&R Johnson** said, *"We are thrilled to partner with Gujarat Lions, both making our IPL debut together in 2016. We at H&R Johnson have been constantly exploring various alternative platforms to connect with Indian consumers. In today's fast changing consumer preference, an association with a leading Sports like IPL helps brands to build lasting emotional bonds with consumers. Cricket as a sport transcends geography, age and gender in India. With Gujarat being amongst the most progressive states in the country and an important hub for the tile industry we are delighted to partner with Gujarat Lions for Johnson Tiles. With a very strong player line up, we are sure Gujarat Lions will do well & wish the team all the best for a highly successful inaugural IPL season"*.

Mr. Keshav Bansal, Director, Intex Technologies & Owner, Gujarat Lions said, "We would like to welcome Johnson Tiles as one of the official brand partners of Gujarat Lions. Both these brands have a strong culture of leadership, innovation and consumer focus, which resonate very well with the spirit of Gujarat Lions. We believe that this is the beginning of a long and fruitful partnership between Gujarat Lions and H&R Johnson."

Led by IPL's most talismanic batsman & leading run scorer within IPL, Captain Suresh Raina, and with a match winning team comprising Ravindra Jadeja, Brendon McCullum, James Faulkner, Dwayne Bravo, Aaron Finch, Dale Steyn and Dwayne Smith to name a few, Gujarat Lions play their first match on April 11th in Mohali.

Through this partnership Johnson Tiles will get visibility on the player's apparel. This association will also be supported with some promotional initiatives that would be run by H&R Johnson.

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 2015, H&R Johnson's net revenues were Rs. 2210 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 28 'House of Johnson' showrooms. For further details, please visit www.hrjohnsonindia.com

About Gujarat Lions: Courage against all odds. A readiness to take any challenge on. And an energy that will make every fan roar with us! That's the spirit of the Gujarat Lions, and of Intex Technologies. Intex was founded over 20 years ago, in 1996, and has built a legacy of innovation through products that are the epitome of style and substance. This includes mobile phones, multimedia speakers, LED TVs, washing machines, mobile accessories and wearable devices. Today, it is a matter of great pride that Intex is the No. 1 Indian mobile handset and multimedia speaker brand.

Intex has been associated with sports and cricket for a long time. With the acquisition of this team, Intex is now an integral part of the biggest sports carnival in India. The team has been named Gujarat Lions, drawing on the deep sense of pride in our roots and all that symbolises the lion-hearted, go-getting, swashbuckling spirit of Gujarat. If there's a 'can-do' spirit anywhere, it's right here. For further details, please visit <http://www.thegujaratlions.com/>

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