

Mentioned below is the questionnaire on flooring tiles for the magazine Interiors & Décor India. The deadline for the same is 15th February.

NAME – DINESH VYAS

DESIG – Sr VP and Head – Marketing

Company – H & R Johnson division, PRISM JOHNSON LIMITED

**How is the Indian tile market faring in this fiscal year & what's your view on the company's performance so far?**

Industry is hopeful for growth which remained little sluggish. Thrust on housing is a definite opportunity and in most of the towns, real estate market is improving which again is a good sign for the Industry. A good chunk of business also comes from renovation and remodelling of interiors and consumption of high value products in this segment contributed to the top and bottom lines. Our business of tiles and bathroom products have shown a positive trend and the graph is going North.

**H&R Johnson India enjoys the reputation of being the pioneer of innovations in Indian tile industry. Given that how has the response been to your new designs?**

When it comes to tiles, design means an equilibrium of durability, functional suitability and pleasing aesthetics. At Johnson, we always do little extra for the consumers and invested in R&D in last six decades that made us the Brand which launches innovative products at short intervals. Many of our innovative products became industry norms like- anti-skid tiles, digitally printed tiles, soluble-salt vitrified tiles, joint-free tiles, etc and many of them till date remain exclusively with us like – anti-static tiles, industrial tiles, external-cladding tiles, swimming pool tiles, tac-tiles, etc.

Being truthful to our positioning statment "Not just tiles, Lifestyles", our new range is created keeping health, hygiene and concern for environment in mind as these are the new elements of modern lifestyle. Anti-microbial (Germ-Free) porcelain tiles in large format (up to 8 feet x 4 feet size), Cool-roof tiles to reduce the ambient temperature of rooms in hot sunny days and affordable and innovative range of Smart 2 feet x 1 feet antimicrobial wall tiles in 5 mm thickness as a hygienic and durable alternative of laminates and veneer in interior partitions are among the top three new categories. Response is good and reach is increasing.

**What kind of distribution network are you putting in place to meet your aggressive volume targets?**

It is good mix of distributors, stockist and retailers. We have sales and business development teams focussing on distinct customer and influencer segment . The demand generation efforts are intensified. New series of company owned experience centres are also upcoming to interact with consumers and influencers and present our vast product range in nice and pleasing ambience. Thrust is on service level and logistics which helps the distribution channel to manage the inventories and do the justice with new launches.

**What are your goals for the next 3 to 5 years?**

We have ambitious plans and putting all the resources together. The first and foremost goal is to remain the most trusted brand of India. The trust is not limited just to product quality, for us it means helping the customers in their entire buying journey. There is a lot of confusion in the minds of customers to similar looking tiles in want of correct information which ultimately affects the final result and brings the disappointment. We are working hard to fill this gap as well. The objective is to achieve and maintain the leadership position on all business parameters .

**Which of your newly launched products will be the most sought after? What trends in for 2019?**

The first of its kind ROYAL CARE SLABS, large format Germ-Free and Stain-Free tiles, uniquely designed Hexagonal tiles from Endura, Smart series of Germ-free tiles and just introduced new collection of “Spanish-Care” series in sizes 60cmx40cm and 40cmx40cm are becoming a vogue. International trend for 2019 is favouring matt finish, earthen shades on larger format. India, however, is full of variety and colours. The Architects and designers driven projects go with the International trend. Individual house builders love the shining floors and walls and preferring large size tiles to minimise the grout lines.

----- Forwarded message -----

From: Diane D'costa <[diane.dcosta@madisonpr.in](mailto:diane.dcosta@madisonpr.in)>

Date: Fri, Feb 8, 2019 at 11:43 AM

Subject: Media Query : Interiors & Decor (Deadline - 15th Feb)

To: Alpana Sethi <[sethi.alpana@hrjohnsonindia.com](mailto:sethi.alpana@hrjohnsonindia.com)>

Cc: Dinesh Vyas <[vyas.dinesh@hrjohnsonindia.com](mailto:vyas.dinesh@hrjohnsonindia.com)>, Amrita Sadhu <[amrita.sadhu@madisonpr.in](mailto:amrita.sadhu@madisonpr.in)>, Yohanna Irani <[yohanna.irani@madisonpr.in](mailto:yohanna.irani@madisonpr.in)>, Alison Albuquerque <[alison.albuquerque@madisonpr.in](mailto:alison.albuquerque@madisonpr.in)>

Dear Alpana,

We have sourced an opportunity to feature H&R Johnson in Interiors & Décor India. Kindly find below mail from the journalist with the questionnaire.

The deadline for the same is 15<sup>th</sup> February, Friday.

Please do share inputs for the same.