

## **1. What cutting-edge technology and innovations that you are introducing in the Indian market?**

H & R Johnson, through its partnership with the German-based brand Nobilia, provides premium kitchen solutions in India. Nobilia is the largest manufacturer of kitchens in Europe and exports furniture across 120 countries in 5 continents. Its current manufacturing capacity is more than 3100 kitchens per day with 2 plants in Germany. The product range includes innumerable models in over 120 colour options catering to a wide spectrum of customers. Known for building intelligent kitchens with excellent designs, Nobilia recently became a part of the 4.0 industry realm.

### NOBILIA WORKTOP

The recently launched Nobilia Xtra worktop décors with its distinctive 3D surface texture gives an authentic natural stone appearance. We also offer superior practical benefits such as enabling flush-mounting of sinks and hot plates. The Xtra panel is patent-protected and was distinguished as “Kitchen Innovation of the year 2018”. The innovative functional layer prevents water from seeping into the worktop from above and thus prevents swelling. As compared to the conventional worktops, these worktops are water resistant.

### DOWNDRAFT EXTRACTOR FANS

Designing with downdraft extractor fans – an extraction system integrated into the hot plate offers many practical advantages and is spot on the trend. They extract cooking steam and odour directly from the hot plate and also provide maximum headroom above the island thus creating plenty of room for individual designs.

### SMART CUBE SHELF UNIT SYSTEM

The smart cube shelf unit system opens up fascinating design possibilities in a contemporary style. With the smart cube, kitchens take on more open and inviting designs. They can also be used to beautifully stage adjacent living areas.

### WALL UNIT SYSTEM WITH SLIDING DOORS

Wall units with sliding doors can be totally customised. For this, we have wall units available in the height of 357mm and 718 mm.

### METAL & COLOR CONCEPT

The interplay of colors, shapes and materials offer a broad field for inspiration and creativity, especially in the kitchen and when it comes to the selection of specific colors for kitchen, Nobilia’s Color concept provides an extensive design freedom. You can design using the modular system with open shelving, niche cladding, panel elements or sliding door units in modern colour shades and if you want to give your kitchen a professional look then Metal concept is highly recommended.

### EFFICIENT STORAGE SPACE ORGANISATION

In the current scenario, the standard of living has improved but at the same time living spaces have become smaller especially in the urban settings where consumers are highly concerned about efficient storage space and ergonomics while planning their new kitchen. But with Nobilia, storage in base units can be organised efficiently. No other unit category has such an extensive collection of functional fittings and systematic organisation possibilities as available here.

## **2. How do you ensure that your German-made modular kitchens are able to cater to unique Indian needs?**

Changing lifestyles, economic surge, greater spending capacities are just some of the factors that are prodding us to enhance our living spaces and Nobilia being one of the largest manufacturers of kitchen ensures to cater to all the generic/specific needs of the consumers. To give you an instance, in order to counter wetness in Indian kitchens, Nobilia introduced water-proof kitchen tops, waterproof sink units and PVC skirting. Also, the height of the base unit has been increased to increase the storage space along with special units developed for freestanding washing machines & dishwasher to suit Indian needs.

## **3. How are you expanding your retail reach? Explain by discussing your plans with regard to franchise, the company-owned company-operated stores, dealers and distributor, and online.**

After successful supply and installations in project business, we are now focusing on franchisee based showroom and by March 2020 we are targeting 6 showrooms in India.

## **4. What is your long-term vision for the modular kitchen business?**

Because of consumer upgrade, kitchen has now become one of the fast-growing categories. It is now seen as a lifestyle product which drives the consumer’s self-esteem. Nobilia has been associated with H & R Johnson since 2007. 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 covering Tiles, Sanitaryware, Bath Fittings, Engineered Marble & Quartz and kitchen. With the help of our long-standing association, increase in the demand of international luxury labels in India and recent changes RERA regulations, we are confident to capture the leadership position in kitchen category through franchise route and also by serving potential B2B clients where we have synergy with our other businesses. With the upcoming **Nobilia Design & Experience centres** in metro cities, starting off with Mumbai and Pune by June 2019, we aim to target 30-40% market share in the coming 3 years.

## **5. How are you strengthening your leadership in the Indian market?**

Our B2B sales team is fully focused and is aggressively targeting builders, interior designers and architects. This will help us in increasing sales and widening our reach in the market. Being the only organised player in imported kitchen category and having an all India presence, we aim to reach the leadership position in the upcoming years.

