



The Jaquar Group was built on a platform of the highest quality standards and aesthetics, and with the intent of providing world-class products. Conceived way back in 1960, today, the Jaquar Group is one of the fastest growing bath brands globally, and of course, India's most trusted bathing fittings brand, controlling 60% of the domestic branded market. It caters to various socio-economic segments with brands such as Artize in the luxury niche, Jaquar in the premium category and Essco in the value segment.

Market

"The best rooms have something to say about the people who live in them." This could well be describing the modern Indian bathroom. A place that has been a major beneficiary of changing mindsets and lifestyles.

Bathrooms have become fine living spaces that amalgamate the design language of various products like bath fittings, sanitaryware, wellness products and even accessories. Today, bathrooms are becoming bath suites. This change in mindset and aesthetics has spawned a whole new genre of bathrooms that now marry convenience, functionality, luxury, technology, colour and shape into a magical world. Builders, architects and home-owners know that a good bathroom enhances not only the desirability but also the value of a property.

Jaquar Group's zero-waste plant recycles	5,00,000 LITRES	of water every day
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Based on the end use, the market has been classified into the residential, institutional, commercial and other sectors. Amongst these, the residential sector exhibits a clear dominance. The bathroom fittings market is divided into faucets, shower fittings, thermostats and others. At present, faucets represent the most popular bathroom fitting in India.

The products in this category are undergoing rapid transformation due to numerous innovations in the industry. For instance, motion sensors have been incorporated in taps, flushes and toilets so as to make bathrooms hygienic and hassle-free. Another type, faucets with sensors which employ short-term timers for efficient water usage.

With approximately 60% of the market (Source: internal estimates), Jaquar is a leader of the organised bath fittings category in India. It also has a sizeable international presence with its own Jaquar World stores in the highly complex markets of Europe, the Middle East, Africa and South East Asia, and has attained leadership in the complete bathroom solutions space.

Achievements

Jaquar has led the market for over half a century. It has brought new technologies to India, developed new concepts and introduced a slew of new categories.

Such is the dominance of this powerful group that it manufactures and sells more than 28 million bath fittings each year (1,25,000 faucets a day) and delivers 2.4



million bathrooms annually. To let people experience the luxury and magnificence of Jaquar products, the company opened 21 Orientation Centres across the country and fifteen Jaquar World destination showrooms in Milan, London, Singapore, Dubai, Kuala Lumpur, Moscow, Sousse, Riyadh, Kinshasa, Dhaka and Addis Ababa, among others.

All Jaquar World showrooms offer an extensive choice of unique bathroom products, as well as all the latest bath innovations. The well trained, specialist consultants at these showrooms guide customers through the entire range of Complete Bathroom Solutions as well as provide expert advice, design consultation and customer service.

In India, sitting at the helm of the branded bath fittings industry, Jaquar has had the privilege of being accorded the highest respect by people. In an analysis shared by Google it was discovered that Jaquar is the most searched bath brand in the country (Source: Google trend search January 2012 to January 2015). ACNielsen accorded it the status of the Most Trusted Bath Fittings Brand in studies carried out by it. Not surprisingly, consecutively, for fifteen years now, Jaquar has also won the internationally recognised Superbrands accolade. In the 2019-20 survey, receiving an average consumer score of 8.1 out of 10 suggests that Jaquar is ranked amongst the top 5% of

more than 2000 brands surveyed by Superbrands, across all categories in India.

History

The Jaquar Group began life as Essco in 1960 in a market that was, at best, tepid. Soon Essco became the benchmark for the value segment of the organised bath industry in India and, today, defines base quality standards.

It was not until 1972 that the company shifted gears and built India's first integrated manufacturing plant for bath fittings. Fourteen years later, it launched its premium brand, Jaquar and later renamed the company after its most successful brand introduction. Soon after, its better-engineered, superior flush-valves were introduced into the market, followed by a customised range of bath fittings.

By the turn of the century, the market had matured sufficiently for the company to launch its wellness division. A wide portfolio of products – whirlpools, shower panels, showers, steam cabins and spas – bearing the Jaquar logo came into being.

In quick succession it expanded its range and developed a series of innovations: the display and orientation centre in 2001, which it rapidly scaled up to 21 cities across India; a shower enclosure division; two advanced manufacturing plants in Bhiwadi, Haryana; a water heater division, and, the launch of its luxury brand – Artize in 2010.

The following year, it launched its sanitaryware division with designs co-ordinated with Jaquar bath fittings. Jaquar has evolved into a complete bathroom solutions brand, with five state-of-the-art manufacturing units in India, and one in South Korea, spread over 3,29,000 square metres, equipped with modern machines and processes, including robotic operations.

Adhering to global quality certifications, Jaquar Group's LEED Platinum certified manufacturing setup is a zero-waste plant recycling 5,00,000 litres of water every day and 4,221 metric tonnes of brass every year. Embracing a green philosophy, Jaquar's flagship plant generates 6.23 MW of solar energy.

Capping it all is the company's global headquarters in Manesar in the



NCR region. Spread over 48,000 square metres it is LEED Platinum certified by the US Green Building Council (USGBC) and is a net zero energy building that generates 975 kilowatts of electricity from solar energy.

The latest addition to the Jaquar Group, Jaquar Lighting, follows in the same footsteps as its sibling brands by offering a complete range solutions for residential and commercial use. Every LED lighting product it makes reflects Jaquar's impeccable record of superlative quality and painstaking attention to detail.

Product

The range of products and permutation of finishes offered by Jaquar in bath products remain unmatched by any other manufacturer in India. Its range of faucets is a perfect blend of design, quality and performance. An in-house, award-winning design team turns out dozens of new models in single lever, quarter turn and multi-turn operations each month. More than 1,25,000 faucets – each guaranteed for ten years – are manufactured every day, conforming to the highest quality and regulatory standards.

Jaquar showers are designed to deliver a range of experiences – from gentle rain to a vigorous cascade and every refreshing sensation in between. The company's overhead, hand- and body-showers complement a wide range of shower systems catering to unique showering habits and design and installation requirements.

The sanitary ware range from Jaquar features contemporary profiles and a design narrative that enhances the bathroom décor.

Jaquar's whirlpools with their powerful jets project water in a flowing, circular motion which relaxes the body, improves blood circulation, and,

besides providing relief to fatigued muscles, eases inflamed joints. Jaquar's spa models are created to let the body relax and restore its natural equilibrium.

Jaquar has also launched superbly crafted steam cabins, shower panels, shower enclosures and

water heaters – all designed with the Indian and global consumer in mind and for the tough conditions that often prevail. In fact, the new Laguna range created by the famous Italian design house of Matteo Thun and Antonio Rodriguez was conceived as a global market offering that combines European design sensibility with Jaquar's manufacturing expertise.

This understanding of the market conditions applies to Jaquar lighting products too. Their extensive range of LED lights offering both indoor and outdoor lighting solutions for residential and commercial sectors are available to suit a range of budgets without compromising on quality and reliability.

Recent Developments

The upwardly mobile Indian consumer is no longer content with just functionality, preferring design, coordination, technology and increasingly, environmental considerations over the simplicity of yesteryears. Jaquar has responded to these sweeping changes in incorporating state-of-the-art design, craftsmanship and scope to its manufacture.

ShowerTronic shower controllers – waterproof, electronic products with battery backup that allow consumers to enjoy a touchscreen

controlled showering experience like no other; i-Flush – a revolutionary flushing mechanism that installs directly in the pipeline and requires no special connection from the over-head tank; the maze shower – a high-performance shower which maintains stream strength in low pressure providing a soft feel, hydrolite showers – unique LED showers which change colour as the temperature of the water changes, as well as the widest range of sensor-packed touch-free faucets and electronic, smart sanitaryware, and now, easy-to-retrofit foot-operated and one-touch faucets for the pandemic era, are some of the new age products introduced to tickle the senses of the new, evolved global consumer.

This year's global launch has been the stunning range of Laguna fixtures, the Queen's Prime range and a many new offerings.

The group has made sizeable investments across its new plants of shower enclosure, wellness range of products including up gradation of bath fittings plants with robotic machining and an advanced Research & Development centre.

Promotion

Jaquar has always striven to take a 360-degree approach to brand building communication.

Apart from launching communication for new products and product-specific videos on YouTube, the brand has also made an impression with its print and television ads on its belief in manufacturing in India, inspired by the father of the nation, Mahatma Gandhi. These campaigns have had wide visibility in the media on days running up to patriotic holidays especially Independence Day and Republic Day.

In sync with the current situation where hand hygiene, social distancing and touch free are the lifesaving rules, Jaquar has launched an online promotion campaign # SensorAndSensibility, The campaign is not only talking about touch free sensor products but also about foot /elbow/one touch operated products which are high on hygiene, safety and healthy aspects of life.

Jaquar has also made its presence felt at the world's biggest bath exhibition – ISH in Germany. The Jaquar Group has been regularly showcasing its impressive conceptual and design skills as well as its high-quality manufacturing capabilities to hundreds of trade representatives and visitors from Europe, the Middle East, the Asia-Pacific region and Africa at this leading industry trade show since 2013. The designs that have been showcased include award-winning bath fittings like Linea, Confluence, Tailwater and Tiaara, as well as the Laguna range, created by the world-renowned architect-designer duo Matteo Thun and Antonio Rodriguez. Designer ranges created by Lisa Bosi of Italy, Claudia Danelon of the Danelon Meroni design studio in London and Michael Foley and Parichay Mehra from India, have been spotlighted by Jaquar for the global trade audience.

The group now has a strong online presence with regular posts and updates appearing on all the popular social media platforms, leading to a growing base of followers and increased visibility for its brands.

Live demos through Jaquar Orientation



Centres, and informative literature through various collaterals, are all part of its promotions strategy.

Brand Values

Jaquar, the brand, was built on the platform of quality and aesthetics, with the intent of providing Indians world-class products that have changed the perception of bathrooms in India from being functional places to aspirational spaces. The three facets of the Jaquar brand are: passion for technology, high quality products and unmatched customer service.

Jaquar's approach has always been integrated and holistic, providing value to its end consumers, retailers, builders and architects.

Things you didn't know about JAQUAR

- * Every year over five million more people begin their day with a Jaquar bathing experience
- * Jaquar is one of the fastest growing bath brands in the world; it employs over 10,000 people, including 1,200 experienced service technicians
- * Jaquar is the first Indian bath fittings manufacturer to win a design award from reddot / IF/ PlusX of Germany and Good Design of the US and Japan as well as the Elle Décor International Award
- * The Jaquar Group has received thirteen leading global certificates for quality
- * Globally, consumers can also experience Jaquar products at Jaquar World, a complete bathroom destination showroom, in fifteen prime locations worldwide
- * Jaquar's international presence now extends to over 45 countries worldwide.
- * Rajesh Mehra, promoter & director, Jaquar Group has been listed in the Top 100 list of richest Indians by Forbes in 2019
- * Jaquar is celebrating - 60 Years of Manufacturing Excellence - this year