

Moving with the times



Jaquar is on a growth spree, with its turnover expected to cross ₹3,500 crore next financial

When N.L. Mehra came to Delhi from Lahore in 1947, after the Partition, all he had with him was hope to survive. He joined hands with a friend and made inroads into manufacturing faucets – a far cry from the textile sector he had been working for in Lahore. Perseverance and the will to succeed in his enterprise paid off and, by and by, what started on a small scale, transformed into one of India's most reputed bath solutions companies under the brand name of Jaquar.

Jaquar has a 60 per cent market share in faucets and its performance and turnover have constantly been on the rise. Encouraged by the growth, the group made two acquisitions recently – the first, a plant in Bhachau, Kutch, spread over 17 acres and making Asia's most modern sanitary ware; and, the second, a plant in South Korea (where the company has bought a 51 per cent stake), which makes designer luxury showering technology systems under the brand Artize.

The new acquisitions are expected to propel Jaquar's growth and enable it to achieve a ₹3,500 crore turnover by 2017-18 – a solid hike from the present ₹2,753 crore (2016-17). "The group's CAGR has been over 22 per cent for the past five years," says Rajesh Mehra, director & promoter (sales & marketing), Jaquar & Co. "Our constant focus has been on maintaining the quality of our products – which is the secret behind our company's success. We have been around for nearly six decades now and have grown from strength to strength. The name Jaquar was inspired by my mother's name – Jai Kaur."

Jaquar is considered to be one of the fastest-growing bath brands in the world, with a presence in over 35 countries across Europe, the Middle East, Asia-Pacific, Africa and the SAARC region. And, it is looking at spreading its footprint over to another 15 countries within the next two years. "The increase in turnover during the past five years is ₹1,467 crore and the percentage growth since 2010-11 is over 67 per cent," Mehra adds.

Jaquar at present has a total of five modern manufacturing units in India, including the one in South Korea, spread over 248,000 sq m, equipped with modern machines and processes. "Currently, the group delivers over 1.7 million bathroom equipment every year and produces over 24 million bath fittings annually," says Sandeep Shukla, head, marketing & communications, Jaquar. It has a dedicated workforce of 8,014 employees the world over.

Today, the Jaquar group is India's most searched for bathroom brand on Google (Google trends period 13-15) – a leader by far. It stands in the top 5 per cent of Indian brands, with wide recognition and awareness, according to Super Brands, a brand promotion company.

The increasing per capita