



THEN
27-30%

SANITARYWARE

NOW
28%

KEY TAKEAWAYS

- The overall impact is marginal for sanitaryware.
- GST rates are attractive for taps & fittings.

Roca

"India will transit into the new world of GST with initial hiccups but soon ride on top gear in taking the economy on higher growth path. As for bathroom products, the overall impact is marginal for sanitaryware. All those under GST tension can rejuvenate themselves with a good shower as GST rates are attractive for taps & fittings."

-KE Ranganathan, MD, Roca Bathroom Products Pvt Ltd

Jaquar

"Even though sanitaryware products will be taxed at the top rate but less tax compliance and seamless tax credits would benefit the manufacturing units of sanitaryware companies and make us more competitive in the global arena."

-Rajesh Mehra, Director, Jaquar Group

HANDICRAFTS

"The GST has hit the Karigar base, like a blunt force trauma. Firms and companies are forced to pay the GST incase the said karigar is unable to pay on his own. This has resulted in companies re-thinking their strategies as it doubles the cost. This in turn forces producers to move away from the underutilized work force to exports and imports instead."

-Abhay Beriwal, Director, Magnificance by Shalini Beriwal

THEN
25%

TILES & CERAMICS

NOW
28%

KEY TAKEAWAYS

- The implementation of GST will help tiles and ceramics manufacturers across the country to create a seamless national market.

H&R Johnson

"The Indian tile industry will be a direct beneficiary because of the increase in demand shift towards branded products and the organized sector."

-Joydeep Mukherjee, Executive Director and CEO, H&R Johnson

Mirage Ceramics

"Even though the 28 per cent GST levied on tiles is more than the previous indirect tax structure of the previous 25 per cent approximately, GST is expected to have a positive impact on the tile industry as a whole. The implementation of GST will help in the removal of interstate barriers and help manufacturers across the country to create a seamless national market. For example, the VAT for tiles was 5 per cent in Gujarat and 13.5 per cent in Maharashtra. GST will help get rid of the barriers created by different tax rates in different states."

-Ronit Khadlikar, Executive Director, Mirage Ceramics

Somany Ceramics

"In the long run, the organised sector of the sanitaryware and ceramic industry, which accounts for 50-55 per cent of the total, would definitely benefit from the implementation of GST. All organized players were already paying 28 per cent prior to implementation of GST with the exception of Chhattisgarh, MP and Gujarat where the tax slab was 5 per cent."

-Abhishek Somany, MD, Somany Ceramics Limited