

# Jaquar acquires majority stake in Korea's Joeyforlife

Bath fittings and sanitary ware major Jacquar Group has acquired a majority stake in the South Korea-based Joeyforlife by investing \$1.2 million, as part of efforts to expand its global footprint. Jacquar, which has acquired 51% stake in luxury shower maker Joeyforlife, said the move would help it to expand its business in South Korea and South East Asian countries. "It would reinforce our technical strength and secondly Joeyforlife, which is working in far east region aggressively...we would get an access to this quite potential market of the South East Asian region," Jacquar group director and promoter Rajesh Mehra said.