

Jaquar eyes 50% revenue growth in FY12

PTI

SHARE · PRINT · T+

RELATED

TOPICS

[advertising and marketing](#)
[branding and design](#)

[home and garden](#)
[bathrooms and fixtures](#)

MUMBAI, AUGUST 7: Bath and light fittings manufacturer Jaquar is eyeing more than 50 per cent growth in revenue to Rs 1,500 crore in 2011-12 on the back of aggressive expansion in its product portfolios, a top company executive has said.

“We are planning to introduce new product range under our six verticals in order to provide complete bathing solutions to our consumers. At present, we are a Rs 1,000 crore company and with introduction of our new product ranges, we are aiming over 50 per cent growth in revenue at Rs 1,500 crore in FY12,” Jaquar Director Mr Rajesh Mehra told PTI here. Jaquar has lined up Rs 75-100 crore annual investment for facilitating the product expansion, he added.

“We targeting to become one of the top three bathing solutions company in the country by the end of FY13, Mr Mehra said.

Set up in 1960, Jaquar was mainly into the faucet manufacturing business, but of late, it has expanded its portfolio to comprise over 2,500 products, including high-end bathroom fittings, health and wellness products such as jacuzzi, showers and lighting and sanitary ware.

It has a strong network of 1,800 dealers and 21 exclusive company-owned display centres pan-India that will showcase all Jaquar product ranges.

Jaquar’s high-end brand, Artize, offers collections such as Kavalier, Leblanc, Xquisite, Signac, Celini, Angelo, Leon and Travina, whereas its mid-segment brand sells products like Florentine, Solo, Fonte, Aria, Lyric, Opal, Vignette, Fusion and Kubix. The price of its products ranges from Rs 4,000-50,000 and above.

The company also has an entry-level brand called Essco.