

## H & R Johnson (India)



*Mr. Dinesh Vyas  
(Sr. Vice President - Marketing)  
H & R Johnson (India)*

**Johnson-Tiles is a well-known brand in Global perspective and is perhaps the oldest known reputed Brand. Tell us about H&R Johnson India?**

Johnson-Tiles originated in England with the start of 20th Century and has travelled continents with its reputation to offer quality products to its discerning customers. We can see some of the classical foot-prints in few heritage buildings of India viz. Mysore Palace, Falaknuma Palace (Hyderabad) and Writers Building( Kolkata).

With the first tile manufacturing factory project at Thane, Maharashtra in 1958, Johnson Tiles started making in India! Ever since last 60 years, H&R Johnson has maintained its leadership in ceramic tiles segment by creating innovative products across the usage environment .

HRJ India added Marbonite, Endura and Porselano verticals to its existing Johnson Tiles vertical and the six-decade leadership was attained with great response of consumers to

our innovative and first time in India products. Modern man is busy but he had to go to different places in search of related products like sanitary-ware and bath fittings. We added Johnson Bath Division as a win-win proposition for customers and HRJ. We also added Engineered Marble and Quartz in our product offerings.

**In today's environment where consumers look for latest things, how much 'being old' is relevant?**

Old in our perspective means – experience and understanding of the subject; ceramic on one hand and consumer's emerging lifestyles on the other. Our emphasis has been on innovation. Starting from Joint-Free tiles, Anti-Skid Tiles, Italian Marble look polished vitrified tiles, tiles for Industrial environment, Stain-Free tiles and now Germ-Free tiles and Sanitary ware, we have been bringing the differentiated products which add value to the whole proposition. Our passion and continuous investment in research & development is an age-old focus. There is more in tiles than what is seen as 'design' or look on fair-face of the tile. The six-decade experience in ceramics makes HRJ India come out with latest and innovative products with much ease and confidence.

**We have seen a huge number of new products being launched in the Industry. As a leading brand, what new products have you introduced and what is your product development philosophy?**

With time, we also have been changing our approach on all fronts. We have worked in last six years with product philosophy that tile should not be designed in isolation as for our customers as a tile is not the end-product like a car or a jacket; the end-product is the overall ambience of the space that the user or consulting interior designer has planned. To achieve this, instead of just making too many run of the mill products, we invest in research in interior and architectural practices and come out with new products at definite intervals that support different styles, let it be minimalist, Contemporary, Modern, Retro, Victorian and so on. Apart from the design aspect, the tile has to be durable and the surface must possess the functionality that the final usage environment demands like scratch resistance, minimum maintenance, skid resistance, etc. The 60 year experience in Ceramic R&D gives an edge to come out with products with more and new features and advantages like Antimicrobial tiles for wall and floors, strong but slim products which leave lesser carbon foot-prints, anti-static tiles for server room applications, ready to use staircase tiling solution and

heavy-duty tiles for Industrial flooring which are resistant to physical and chemical stresses. Our latest introductions are Royal Care Slabs in big sizes (up to 4feetx8feet) with Stain-free and Germ-free value propositions, Hexagonal Endura tiles, Care-Clad for exterior wall claddings and Smart series of slim, anti-microbial tiles which are cost-effective, value-added solution for interior walls and partitions. In the last 10 months, over 1200 new products were introduced across the customer segments. We also launched an elite series of sanitary ware and bath-fittings, which are trendy and functionally much superior to the average product in the market. However, reaching out to customers with speed is a bigger challenge than coming out with innovative new products for this Industry and we have plans to excel on this subject too.

**What's your marketing strategy? We haven't seen much on mass media from you of late. Is it a conscious decision?**

In a way, yes. Our focus in recent past was to take a personalised approach as unlike FMCG and many consumer goods, there is hardly any impulse sales; you buy tiles and bathroom products only when you construct a new space or renovate. As far as the marketing strategy is concerned, it is aimed at meaningful engagement with all segments of customers through various media viz. our existing and upcoming new Experience Centres, personalised B2B

meetings, patronising some architectural and designing platforms and reach through stronger distribution and retailing channel. We work with large developers and Architects to create customised products for them taking help of our entire package viz – tiles, sanitary ware, bath fittings and engineered marble and quartz. A lot of new initiatives will unfold soon keeping the customers 'challenges in mind and we would offer our help in more than one way.

**What unique advantage can consumers expect from you?**

Frankly today, particularly in tiles, the market is glutted with similar looking tiles in different sizes with different names. Unless customers are guided correctly, there are chances of disappointing results. Rather than saying that there are 'bad tiles', I would say most of the problem in tiled surfaces are being reported due to 'bad choice' of tiles due to in absence of proper guidance. Consumers can expect two things from us and we are committed for both of these; first is the confidence on our products that comes from our rich legacy and 2nd is the guidance in our House of Johnson display centres. We are committed to bring the latest, trendy, technically superior and aesthetically appealing tiles, sanitary ware, bath fittings. You can rightfully expect best in class products from HRJ India.

For more Details,  
Visit [www.hrjohnsonindia.com](http://www.hrjohnsonindia.com)

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