

Press Information

Hansgrohe AG opens up new overseas subsidiary in India

Leading German bathroom fittings and shower manufacturer continues international expansion

Pune/Schiltach, January 2008. Hansgrohe AG, one of the leading global brands in bathroom fittings and showers, is continuing its successful international expansion by establishing a new overseas subsidiary, Hansgrohe India private Limited, based in Pune, Maharashtra. The new company, which will be managed by Dr. Nicholas Matten as Managing Director, will be staffed to provide additional support in marketing Hansgrohe's products in India, such as product training and promoting the product to the relevant target customers. According to Dr. Matten, "the permanent presence of Hansgrohe employees in India will help further develop the market in collaboration with our partners in the market. We will be able to provide better support and create a closer link between this important market with its exceptional growth and the headquarters in Germany."

The company is 100% owned by the Germany parent company, and is the latest addition to the series of wholly-owned sales and marketing companies in the main sanitary markets in the World.

Hansgrohe has been active in the Indian market since 1999 in co-operation with Jaquar Mercantile Ltd., a leading national manufacturer of bathroom fittings and one of the few Superbrands in India. Jaquar and Hansgrohe have been collaborating very successfully and have jointly developed a significant market position for the German company with its three brands Hansgrohe, Axor and Pharo. Several prestigious projects, such as Le Meridien Hotel, Delhi and the Leela, Gurgaon, are evidence of the results of this co-operation.

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In its soon-to-be 106-year history, the Hansgrohe company (www.hansgrohe.com) with official headquarters in Schiltach, the Black Forest, has acquired the reputation within the plumbing appliances industry as an innovation leader when it comes to technology and design. In 2006, the company generated sales of €569 million with its Axor, Hansgrohe, Pharo, and Pontos brands (2005: €476 million) – a gain of 20 percent as compared with the previous year. The company creates new jobs both in Germany and abroad based on this success. Today the Hansgrohe Group has more than 3,200 employees worldwide, two thirds of whom are in Germany. The company manufactures its products in five German plants, in France, the Netherlands, in the USA, and in China.

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