

A NEW AGE JOHNSON EXPERIENCE CENTRE OPENS IN THE CITY OF HYDERABAD

Description

H & R Johnson launches its new state-of-the art Experience Centre – House of Johnson at Hyderabad

Hyderabad, 19th July 2023: H & R Johnson (India), one of the leading ceramic tiles manufacturers in India and a Division of Prism Johnson Limited, opened its latest Experience Centre – House of Johnson at Hyderabad, Telangana. This unique showroom is thematically designed with over 2,000 tiling concepts and display mock-ups that are spread over 6,000 square feet area and is located at JSP Jubilee Crown, Road No. 36, Jubilee Hills, Hyderabad -500 033.

The event was attended by leading architects and Johnson dealers along with the top management of H & R Johnson (India) including Mr. Vijay Mishra, President – Tiles Business and Mr. Narsing Rao, Vice President – Tiles Business, among others. The showroom was inaugurated by Mr. Vijay Mishra, President – Tiles Business, who said, “The focus of House of Johnson is to improve customer experience while purchasing home styling products. The Experience Centre offers tiles, sanitaryware, bath fittings and engineered stones from the Johnson brand under one roof, which not only offers the latest designs but also saves the customers’ precious time during the selection process.” H & R Johnson (India) has multiple reputed tiles brands, namely Johnson Tiles, Johnson Marbonite, Johnson Porselano and Johnson Endura. It offers sanitaryware and bath-fittings under the brand name Johnson Bathrooms and engineered marble and quartz products under the brand name Johnson Marble & Quartz.

Commenting on the occasion Mr. Sarat Chandak, Executive Director & CEO of H & R Johnson (India) said, “H & R Johnson (India) is among the top tile manufacturers in the world and Johnson is a reputed brand, known for its quality and product innovations. Our objective to open House of Johnson(s) across the country is to elevate the buying and selection process for home solutions and lifestyle products, as it serves as a one-stop-shop for planning & designing both residential and commercial spaces. This new age Experience Centre in Hyderabad is a step in that direction.” With a rich legacy of 65 years in India and a wide range of over 4,000 products across tiles, sanitaryware, bath fittings and engineered marble & quartz, H & R Johnson (India) has become a pioneer of many innovations in the tiling industry. Being a well-established name in the business of tiling, the brand has always sought to push boundaries of defining lifestyles with their world-class products and innovations. With a focus on elements of hygiene, concern for the environment and safety, H & R Johnson (India) is transforming the way consumers choose tiles with their unique offerings, such as tactile for the visually impaired, stain free tiles, skid resistant floor tiles and staircase solutions, environment-friendly solar reflective cool roof tiles that reduce the need for cooling appliances, and many more. Most of these innovations can be found in their exclusive Experience Centre located at Jubilee Hills, Hyderabad. Bringing the various offerings from H & R Johnson (India) under one roof, this Experience Centre boasts of the widest range of tiles for different spaces, including

residential interiors, exteriors, parking areas, commercial and industrial spaces. Hyderabad is one of the chosen cities for Johnson's planned centers, which brings the best-in-class tiles of international repute and bathroom products at quite an affordable price from the country's reputed brand Johnson. The other 20 Experience Centers are located across Maharashtra, Madhya Pradesh, Gujarat, Kerala, Tamil Nadu, Karnataka, Delhi & NCR, Uttar Pradesh, Chhattisgarh, Bihar, West Bengal, Assam and Odisha.

Mr. Narsing Rao, Vice President, Tiles Business said, "This state-of-the-art Experience Centre will allow us to maintain our strong business relationships with our trusted channel partners and help us focus on re-building and strengthening our associations with the architect & design fraternity as well as large institutions who value quality, style and expertise in the field." • H & R Johnson (India) recently organized a mega product launch in Kolkata where they showcased over 3,000 new tile designs that will be distributed through their wide network of channel partners and Experience Centers across India.

With a wide range of designs available in the market and with little relevant and authentic information available to the customers, tile selection can be a very confusion process. One of the objectives of this Experience Center is to guide the architects and consumers in selecting the right product with the help of the well-trained staff at the House of Johnson. The new generation Experience Centre will completely elevate the buying and selection process for lifestyle products, being a one-stop-destination for planning & designing residential as well as commercial spaces.

Experience Centre Address: House of Johnson, 3rd Floor, JSP Jubilee Crown, Plot No. 1270, Road No. 36, Jubilee Hills, Hyderabad - 500 033.

Website: www.hrjohnsonindia.com







Category

1. News

Date Created

July 19, 2023

Author

esalemedia