

*Johnson
Pedder*

JP **JOSH**

ISSUE 1

DATE : JULY 10, 2020



From Managing Director's desk ..

Warm greetings from the desk of MD-RBPPL India!

I am sure you, your family and your entire staff members and their families are keeping safe. It was also great to see you all during the Live Streaming when we launched our Johnson Pedder Safe-Buy.

I am also grateful to you for your whole hearted effort in helping us to gain substantial market share for the year 2019 which has propelled Johnson Pedder as the fastest growing brand among all the other brands.

As a nation we are now coming out of lockdown in phases. It is a great opportunity for all of us to start working towards regaining our pre-covid level of sales. Given the fact that covid still threaten customers to come to showrooms & will continue to impact walk-ins & thus we need to think of innovative ways to bring in customers to our showrooms which will be completely different from the way we used to work in the past.

This strong need from our customers has cemented us both and it is most important we **STAY TOGETHER** during these tough times & help each other to navigate out of this situation as early as we can. Towards this we have launched one of the most innovative platform, **Johnson Pedder Safe-Buy** which help the customers to seek information about the brand & nearby location of Retail Partners, Plumbing Technicians, Customer Care Centers & in addition to all this we are also ensuring an Expert Advisor who can be accessed by your customer for various products & service needs. We are also launching our Covid protection products mainly touchless faucets & elbow operated faucets which our marketing team shared during the launch.

I am sure it is a question of time before you as a Partner regain previous level of business and will start to scale new heights.

I wish you all the best & looking forward to meeting you all as soon as possible.

Stay Safe, Stay Healthy.

Best Regards,

K.E. Ranganathan

New Product Launch

An Exquisite new collection of Sanware

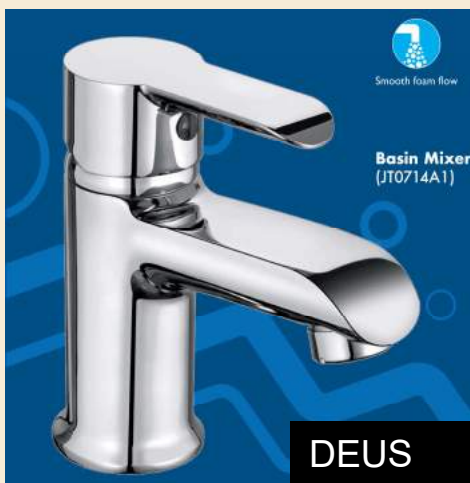
Johnson Pedder has always aim to give product to their consumers which not will add to the value of the bathroom but also affordable for those who aspire for a brand that they can trust on.

In this league we have launched two single pieces Venus & Sigma & 5 countertop basin : Artemis, Leto, Crater, Neptune & Cosmo.

A new category Semi-recessed has been introduced with basin named as Mystique



Minimalistic design can be choice of every bathroom - Faucet



In the faucet category, we are continuously introducing new range in order to meet the demand of the market. Of this league Deus has been the most awaited series.

This range provides the complete solution for your bathroom needs with the launch of 18 SKUS.

Johnson Pedder

Goes Digital

In the current situation when everyone has fear of going in the market & search for the require product, going digital is the best solution for our consumers.

To be inline with the requirement Johnson Pedder Safe-Buy has been launched online in the presence of more than 130 channel Partners(first of its kind). This platform will help the consumers to get the new product detail through catalogue or with the Pre-defined Bathroom Combos. Also if you want to buy the product can get the information of Near By Retail Partners. If any installation or repair service require can have the access of Company trained technician or nearby plumbing technician.



Johnson Pedder Stay Connected with Channel Partners over Webinar

Nation lockdown forced to close the counter & stay at home. However our team has been connected with the Channel Partners. Address by our MD has helped the team & Partners to remain motivated in these trying times.



POS

We keep our partners updated with our new collections through interesting leaflet, EDMs & posters. Their tremendous response helps to keep creating better products.



Visibility



Brand Awareness & visibility in the market place is the key essential part of marketing. For the same, we are continuously doing hoardings, Shop in Shop, Inshop branding & Shutter painting.



Umang

A Flagship Loyalty Program for Retailers

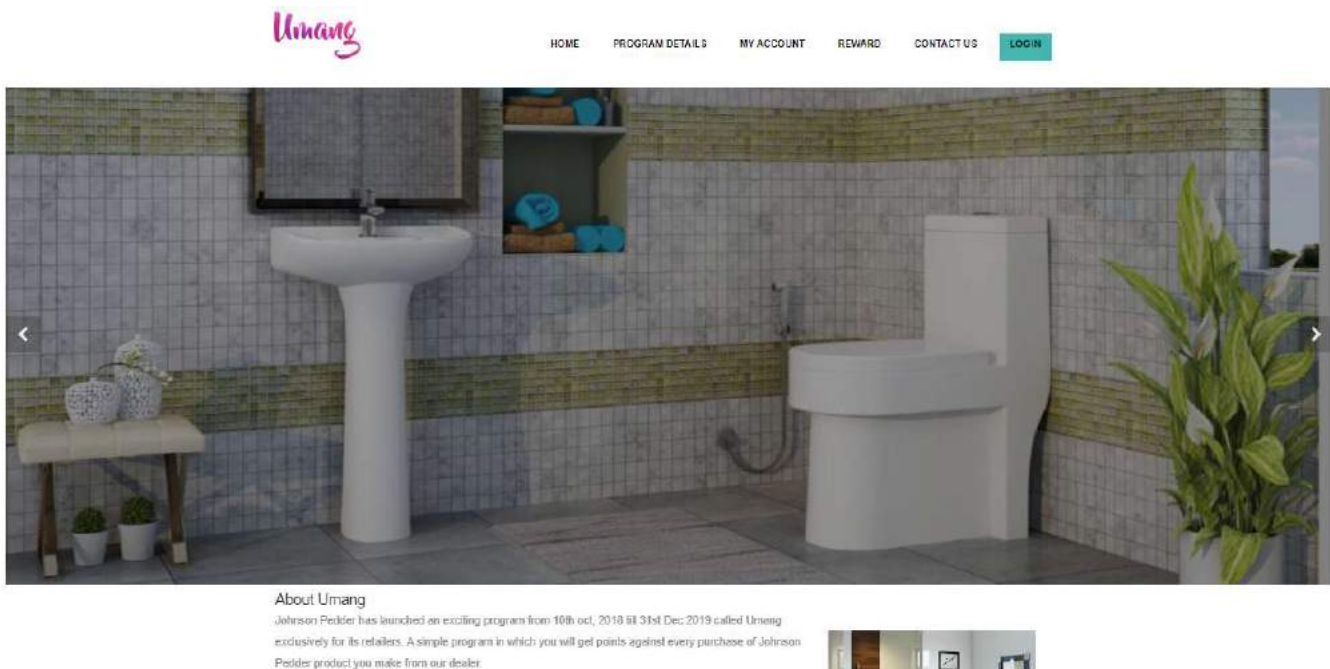


Umang is an exclusive loyalty program for our esteemed retailers.

An exciting program in which our retailer will get points against every purchase of Johnson Pedder product you make from our dealer.

Retailers can register through the Umang app & can Log in to the JP Umang website www.jpumang.in to view all the details.

Choose product and quantity of desired reward depending on the points earned till that period. Choose one or multiple product at the same time



PR Stories

This Bath Fitting Brand backed by the quality, affordability & sustainability has been able to build relationship across consumers.

This has been reaffirmed by many big publications

रोका बाथरूम प्रोडक्ट्स का रिटेलर मीट



कार्यक्रम का उद्घाटन करते अतिथि.

धनबाद. रोका बाथरूम प्रोडक्ट्स प्राइवेट लिमिटेड की ओर से शनिवार को स्थानीय होटल में रिटेलर मीट का आयोजन किया गया. इसमें धनबाद व बोकारो से 70 रिटेलरों ने हिस्सा लिया. जॉनसन पेडर ब्रांड के बाथरूम व नल के विभिन्न प्रोडक्ट्स के बारे में विस्तार से बताया गया. इसकी मजबूती से लेकर अलग-अलग डिजाइन के बारे में जानकारी दी गयी. धनबाद व बोकारो से आये रिटेलरों ने ब्रांड व प्रोडक्ट्स से जुड़े कई सवाल पूछे. कंपनी के नरेश जालुका व जॉनसन पैडल कंपनी के जेनरल हेड कुमार गौरव ने जवाब दिया. प्रोडक्ट से बाथरूम को कैसे सजया जा सके, इसकी जानकारी दी. बताया कि सेनेटरी और सोपे की भारत की आणी कंपनी रोका बाथरूम प्रोडक्ट्स प्राइवेट लिमिटेड है.

जॉनसन पेडर रिटेल स्टोर का शुभारंभ

गया । जॉनसन पेडर बाथरूम उत्पादों के वैश्विक अग्रणी निर्माता रोका ग्रुप के अंतर्गत पेश किया गया एक ब्रांड है। इसने आज बिहार के गया में अपने पहले रिटेल स्टोर का शुभारंभ करने की घोषणा की है। इसका उद्घाटन प्रवीण कुमार सिंह, सेल्स मैनेजर, बिहार और नेपाल, जॉनसन पेडर द्वारा किया गया। इस स्टोर में सेनेटरी, फॉसेट्स, एसेसरीज और वाटर हीटर्स सहित बाथरूम उत्पादों की एक व्यापक श्रृंखला को प्रदर्शित किया जायेगा।

THE BUZZ Exclusive showroom in town



In line with its aggressive growth plans and market penetration, Johnson Pedder inaugurated its first exclusive showroom on Hewett road in Lucknow on June 9. This is the first of its kind showroom in India, showcasing the entire range of products. The showroom was inaugurated by Ashishak Masumdar, national sales head, and Sanjay Srivastava, north zone sales head, along with Makash Khanna, showroom proprietor, Ashoka Agencies, and Dilip Mehrotra, KB and Sons. The products showcased are sanitary ware, CP fittings complimentary products and water heaters. In the wake of growing middle class segment in the society, the brand aims to tap consumers that want contemporary yet affordable products for their bathroom space.

Johnson Pedder launches new sanware and faucet product range

Business News This Week • Business • Johnson Pedder launches new sanware and faucet product range



Johnson Pedder launches its first store in Gaya

Gaya: Johnson Pedder, a brand that comes under the umbrella of Roca Group, the global leading manufacturer of bathroom products, today announced the opening of its first retail store in Gaya, Bihar. Inaugurated by Praveen Kumar Singh, Sales Manager, Bihar & Nepal, Johnson Pedder. The store will showcase a wide range of bathroom products including sanware, faucets, accessories, water heaters and plastics. Riding on the 100-year lineage of Roca, Johnson Pedder positions itself as a brand for the middle class Indian population that aspires for quality products at an affordable cost. With the opening of Johnson Pedder store in Gaya, the brand has taken a step forward to strengthen its presence in the southern region of Bihar. The brand plans to accelerate its operations in India, bolstering sales and marketing support for retail stores in the wake of greater awareness for sanitation in India.



Meets

In order to remain connected with our stakeholders, we continuously do retailer meet, plumber meet & counter staff meet. This helps to build the strong relationship which in turns helps to understand the needs of the market & stake holders. This helps to motivate & improvise on our product launches & improving our services.



New Product Launch Event

It is a matter of great pride to be associated with our dealers & retailers who has been hardworking & work together to make this brand reach to a new heights. To acknowledge their efforts we have been rewarding our dealers & retailers in various meets & individually.



KANYAKUMARI



TRIVANDRUM



RAIPUR



Our Team



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Our Team Will Always Be There for You.

Stay Connected