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ISSUE 2

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Seasons Greetings



From Managing Director's desk ..

Dear JPians,

Season's greetings from all of us in India.

I congratulate all our channel partners for proudly taking Johnson Pedder on a solid growth path since Aug 2020. While Sept 2020 saw a robust 25% growth, oct 2020 was the best in the year so far. Recording a fantastic 78% growth setting an unreachable record in our industry in the country . This would not have been possible but for your complete dedication & sincere efforts to satisfy our customers.

The Pandemic - Covid has changed the market landscape with more & more customers preferring high quality affordable brands like Johnson Pedder.

Due to covid situation, it is difficult to meet physically with each of our channel partners. In order to bridge this gap we have introduced, Johnson Pedder Sammelan, a digital meet through which we are updating about the new launches. This is being done from time to time in every region. Recently we launched a new product series called Max, with Maximum benefit along with the Maximum value for money for our consumers. Like you our teams across marketing, sales, supply chain & manufacturing are doing everything possible to sustain this growth & set newer records from now on.

Stay tuned for the year 2021 which will be full of Josh, excitement & fun in our business from day 1. We are preparing with several customer led initiative to help you sell more. Please do reach out to us if we can help you in any way to grow your business with us.

Continue to stay safe as we are passing through the last leg of the covid tunnel.

Best Regards,

K.E. Ranganathan
Managing Director
Roca Bathroom Product Pvt. Ltd.



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Growth Story

Johnson Pedder Making Headline

Johnson Pedder, the first brand in the category to reach at 100% rebound status, has now registered a growth of 25% in Sept'20 compared to the last year Sept'19.

The brand continuously penetrating the market & increasing our presence by continuously appointing the distributor in unrepresented areas which is helping to build the growth momentum.



Johnson Pedder Records 100% Rebound Rate despite Covid-19 Implications

October 28, 2020 • 0 comments • Sourcing Hardware • Posted in Corporate • 0 likes • A A A

TWEET SHARE +1 LINKEDIN

Affordable bath solutions major **Johnson Pedder**, a brand owned by Roca Group, has registered a 100% rebound rate despite limitations set by Covid-19 and the subsequent lockdown. The company has attributed the growth to its hygiene-focused product expansion as well as digital initiatives for customers.

"It has been a surreal experience for us to take Johnson Pedder brand to new heights. The brand has already, in July registered a 100% rebound rate despite all the limitations that were set by Covid-19 and the subsequent lockdown, a first for a brand in this segment. This performance can be accredited to our consumer-driven approach, whether it is launching hygiene-focused products or connecting with our consumers over multiple digital platforms to keep them updated and engaged," K E Ranganathan, MD, Johnson Pedder said in a press release.

"Already the brand has established itself very well in the South and North market and we plan to aggressively expand our presence across the East and West regions as well. During the calendar year 2019, the Johnson Pedder brand registered an impressive sales growth of 104% over the year 2018. This doubling of sales happened thru focused approach on product and market expansion," he added.

According to Ranganathan, the company registered a growth of 18% in the first quarter (Jan-Mar) of 2020. It expanded its product

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New Series Launch - Max

An exquisite new collection - MAX Series

Johnson Pedder first time introduces series called as Max. MAX series stands for MAX Value for money , MAX durability & Performance , MAX warranty of 10Years , and great range of attractive products.

In this series we have launched 3 Basins, European Water Closet with Seat & Cover, Polymer Cistern & Water Heater.



Johnson Pedder *Sammelan*

Digital Connect - Sammelan

In the current situation it is always important to stay connected with each other. Johnson Pedder Sammelan is the initiative taken by the organisation to stay connected with our proud partners.

In the Sammelan all our proud partners along with the distributor of the area connect & being addressed by the MD of Roca Bathroom Product Pvt. Ltd Mr. K. E. Ranganathan followed by the Sales Head Mr. Abhishek Mazumdar & Marketing Head Mr. Sreenivisan . This gives an opportunity to showcase new product directly to our partners along with the exciting quizzes.

Sammelan



JOHNSON PEDDER SAMMELAN – MD ADDRESS



Mr. Gaurav Vidyarthi.
M/S- Agrasen Traders.

JOHNSON PEDDER SAMMELAN - KOLHAPUR

POS

As we are continuously launching new products, we are updating our channel partners through EDMs . Their feedback help us to focus & keep improving on the product front.

Johnson Peddler
The Smarter Choice

PROTECTION THAT FITS INTO EVERY BATHROOM

Introducing New Polymer Cistern Nexus Max with Antimicrobial Knob

Product Code : E8360
MRP : ₹ 850
Single Flush

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Johnson Peddler
The Smarter Choice

MORE HYGIENE WITH EVERY WASH

TOUCHLESS
SENSOR PILLAR TAP

CODE : JT8005A1
MRP : ₹4700

4 Lac Cycle | Affordable Price | Operate With DC

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Johnson Peddler
The Smarter Choice

ADD SPARKLE AND GLEAM
At an Affordable Price

MAX SPARKLE
BASIN : J85621C
SIZE : 400X320MM
MRP : ₹850

MAX GLEAM
BASIN : J85631C
SIZE : 410 X360MM
MRP : ₹1050

Compact Design | Single Tap Hole | 10 Years Warranty

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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 Sho & Inshop branding .

New Showroom Opening

New Showroom has been inaugurated in Kolhapur M/S Ramkrishna Traders along with the new product launch . Post Lockdown opening is being done successfully along with safety measures such as social distancing, mask & hand sanitizer. In the coming months more showroom are being planned all India with exclusive Johnson Pedder products.



Mr. Abasaheb Ji Ghadge
M/S Ramkrishna Traders
Kolhapur



KOLHAPUR

Our Team



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**Our Team Will Always
Be There for You.
Stay Connected**