

JP JOSH

ISSUE 3

DATE : MAY 11, 2021





From Managing Director's desk ..

Dear JPians,

Warm greetings from all of us in India.

I am aware we are all going through tough times, as the country is facing its second wave of Covid -19 Pandemic. RBPPL stands with all their partners during these difficult times.

Johnson Pedder – the popular brand - has been on a growth track since August 2020; you will be excited to know that in Q1 (Jan – Mar) 2021, Johnson Pedder sales almost DOUBLED compared to last year. This would not have been possible without your dedication & sincere efforts to satisfy our customers.

Also the new Series, Max has been recently extended. MAX series has now become the complete bathroom solution by offering products across all categories. This launch has been covered by all the leading regional newspapers& magazines.

We will continue to stay connected with our partners through our digital programs like Johnson Pedder - Sammelan, a digital platform for connecting with our retailers. Recently we have started a new initiative called Johnson Pedder - Pathshala for our trade partner sales staff. Since this year is the “Digital year” for Johnson Pedder, our website work is in progress and we will be re-launching it very soon.

Finally, during Covid times, it is very important to get ourselves vaccinated, maintain social distancing, wear mask & use sanitizers or soap regularly. Do Stay Safe & Stay Healthy, as we are going to win this battle together.

Best Regards,

**K.E. Ranganathan
(Managing Director)
RBPPL**



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Max – New Star Additions***

An exquisite new collection - MAX Series

Under the new series Max, Johnson Pedder has launched its second phase of products which includes Wall Hung, concealed EWC, bigger size basin and most importantly, a new faucet series at an attractive price range.

This makes the Max series a complete solution provider which includes Water closet, Basin, Polymer cistern, Faucet and Water heater.



Max Flow



Max Arc



Max Spark



Max Daz



Max Glow



Max Hygiene

Max Making National Headline

Johnson Pedder launches new Series – ‘Max’

Johnson Pedder’s new ‘Max Series’, an offering of complete bathroom solutions is making headlines across all regional leading newspapers, magazines & online news portals.

The brand is continuously increasing its market penetration. This is complemented by the appointment of new distributors in unrepresented area, thereby helping to build the growth momentum.



Johnson Pedder launches all-new ‘Max Series’

Published in LifeStyle | Saturday, 25 March 2022

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Johnson Pedder launches all-new ‘Max Series’, offering complete bathroom solutions

The ‘Max Series’ includes all the bathroom categories - Sanitaryware, Faucets, Plastics & Water heaters

Johnson Pedder, a brand under the umbrella of Roca Group, today announced the launch of its all-new ‘Max Series’ product range of being maximum durability, quality, affordability and assurance with 10-year warranty. The ‘Max Series’ includes all the bathroom categories - Sanitaryware, Faucets & Water Heaters. With the launch of the new product series, Johnson Pedder aims to tap consumers in the entry level segment who aspire to have high quality bathroom products which are easy on their pockets.

The products under same name range include three variants of wall hung basins, Max One, Max Two and Max Three variants of water closet, Max One, Max Two and Max Three variants of water closet, Max One, Max Two and Max Three variants of water closet, Max One, Max Two and Max Three variants of water closet, Max One, Max Two and Max Three variants of water closet.

జాన్సన్ పెడర్ సరికొత్త మ్యాక్స్ సీరీస్

స్వాధీనీ : రోకా గ్రూప్ పరిధిలోని జాన్సన్ పెడర్ తన సరికొత్త మ్యాక్స్ సీరీస్ ఉత్పత్తి శ్రేణిని ప్రారంభించింది. గరిష్ట దృఢత్వం, నాణ్యత, అందుబాటు ధర, 10 సంవత్సరాల వారంటీ హామీతో లభించే సీరీస్ ఇది. ఈ మ్యాక్స్ సీరీస్లో శాన్వేర్, ఫానట్లు, ప్లాస్టిక్స్, వాటర్ హీటర్లు వంటి అన్ని బాత్రూమ్ విభాగాలు ఉంటాయి. మ్యాక్స్ సీరీస్ ప్రారంభ కార్యక్రమంలో భాగంగా, జాన్సన్ పెడర్ ఎండి కె ఇ రంగనాథన్ మాట్లాడుతూ, భారత్లో శానిటరీ వేర్ మార్కెట్ విస్తరిస్తున్న నేపథ్యంలో, అందుబాటు ధర శ్రేణిలో బాత్రూమ్ సాగనను సంవృద్ధం చేయాలని కోరుకునే బ్రాండ్ ప్రేమికుల కోసం జాన్సన్ పెడర్ ఒక ప్రముఖ బ్రాండ్గా స్టాట్స్ ఛాయిస్ తీసుకువచ్చిందని తెలియజేశారు.

జాన్సన్ పెడర్ నే బాత్రూమ్ కా సంపూర్ణ సమాధాన ప్రदान करने के लिए लांच की 'मैक्स सीरीज'

नई दिल्ली। जॉन्सन पेडर, रोक ग्रुप के अन्तर्गत में रहने वाले हैं। वे आज नई 'मैक्स सीरीज' प्रोडक्ट रेंज के लॉन्च की घोषणा की है। यह रेंज 10 साल की वारंटी के साथ सार्वाधिक दृढ़ता, विश्वसनीयता, आफोर्टेबिलिटी और आश्वासन प्रदान करती है। 'मैक्स सीरीज' में बाथरूम कैटेगरी के सभी प्रोडक्ट्स जैसे सैनेटरीय, फॉन्टेन, प्लास्टिक एंड वाटर हीटर शामिल हैं। नए प्रोडक्ट्स श्रृंखला की पेशकश के साथ जॉन्सन पेडर का लक्ष्य अब एंट्री लेवल सेगमेंट के उपभोक्ताओं की जरूरतों को पूरा करना है जो अपनी बजट के मुताबिक हाई क्वालिटी वाले बाथरूम प्रोडक्ट की खरीदारी करना चाहते हैं। सैनेटरीय रेंज में वॉटर पर लागू होने वाले बेसिन के तीन वैरिएंट्स, मैक्स एफ्लेन, मैक्स स्पॉलिन और मैक्स लीम एंड वाटर ग्लो उपलब्ध हैं, जबकि वाटर क्लोजेज के पांच वैरिएंट्स मैक्स स्पार्क वॉलिंग, मैक्स आर्क सिंगल पीस, मैक्स ग्रीज कंटेनल यूरोपियन वाटर क्लोजेज, मैक्स यूरोपियन वाटर क्लोजेज एक्सपोजेड और मैक्स स्क्वीट पीस उपलब्ध हैं। वहीं अपने फॉन्टेन कलेक्शन मैक्स फनी के तहत, कंपनी ने 19 एक्सक्लूजिव को लांच किया है, जिसमें बेसिन मिक्सर, वॉल एंड सिक मिक्सर, सिब टैप समेत अन्य प्रोग्रामिंग क्वालिटी के प्रोडक्ट्स शामिल हैं। ये कॉलेक्ट कोम फनी टेक्नोलॉजी से युक्त हैं जिसमें सिरेमिक इनर हेड लनी हुई है। इस वजह से यह प्रोडक्ट सूक्ष्म कार्यात्मकता के साथ काफी लंबे समय तक इस्तेमाल में आने वाला है। मौजूदा समय में बाथरूम के डिजाइन से देशभर में 'मैक्स सीरीज' प्रोडक्ट्स का 'मैक्स इन्वेंशन' को भी लांच किया है, जो टीवी और एसी-सीरीस दोनों पर ऑफर करता है। 'मैक्स सीरीज' के लांच पर टिप्पणी करते हुए कंपनी

र ने बाथरूम का संपूर्ण समाधान प्रदान करने के लिए लांच की 'मैक्स सीरीज'

जॉन्सन पेडर ने नए उत्पाद पेश किए

नई दिल्ली। जॉन्सन पेडर ने नई 'मैक्स सीरीज' के तहत उत्पाद पेश किए हैं। इनमें बाथरूम कैटेगरी के सैनेटरीय, फॉन्टेन, प्लास्टिक एवं वाटर हीटर शामिल हैं। कंपनी के एमडी केई रंगनाथन ने बताया कि देश का सैनिटरी वेयर मार्केट लगातार बढ़ रहा है। कंपनी का लक्ष्य एंट्री लेवल सेगमेंट के उपभोक्ताओं की जरूरतों को पूरा करना है। कोरोना के चुनौतीपूर्ण समय में बेहतर विकास दर हासिल की है।

रेंज में दीवार पर लगे वाले बेसिन के तीन वैरिएंट्स, मैक्स एफ्लेन, मैक्स स्पॉलिन और मैक्स लीम एंड वाटर ग्लो उपलब्ध हैं, जबकि वाटर क्लोजेज के पांच वैरिएंट्स मैक्स स्पार्क वॉलिंग, मैक्स आर्क सिंगल पीस, मैक्स ग्रीज कंटेनल यूरोपियन वाटर क्लोजेज, मैक्स यूरोपियन वाटर क्लोजेज एक्सपोजेड और मैक्स स्क्वीट पीस उपलब्ध हैं। वहीं अपने फॉन्टेन कलेक्शन मैक्स फनी के तहत, कंपनी ने 19 एक्सक्लूजिव को लांच किया है, जिसमें बेसिन मिक्सर, वॉल एंड सिक मिक्सर, सिब टैप समेत अन्य प्रोग्रामिंग क्वालिटी के प्रोडक्ट्स शामिल हैं। ये कॉलेक्ट कोम फनी टेक्नोलॉजी से युक्त हैं जिसमें सिरेमिक इनर हेड लनी हुई है। इस वजह से यह प्रोडक्ट सूक्ष्म कार्यात्मकता के साथ काफी लंबे समय तक इस्तेमाल में आने वाला है। मौजूदा समय में बाथरूम के डिजाइन से देशभर में 'मैक्स सीरीज' प्रोडक्ट्स का 'मैक्स इन्वेंशन' को भी लांच किया है, जो टीवी और एसी-सीरीस दोनों पर ऑफर करता है। 'मैक्स सीरीज' के लांच पर टिप्पणी करते हुए कंपनी

सరిकొत्त म्याक्स् सिरीस प्रारंभ

विజయవాడ, ఫిబ్రవరి 10, ప్రభాతపాఠ : రోకా గ్రూపు చతం రీంద కార్యకలాపాలు నిర్వహిస్తున్న జాన్సన్ పెడర్ సరి కొత్త మ్యాక్స్ సీరీస్ ఉత్పత్తి శ్రేణిని ప్రారంభించినట్లు సంస్థ మేనేజింగ్ డైరెక్టర్ కెఇ రంగనాథన్ పేర్కొన్నారు. వినియోగదారుల ఆవసరాలను దృష్టిలో ఉంచుకోవడంలో పాటు ఆధునికమైన స్టైల్, ఆధునాతన బాత్రూం ఫిట్టింగ్లు అందుకునేలా వారిని ప్రోత్సహించడాన్ని దృష్టిలో ఉంచుకొని మ్యాక్స్ సీరీస్ను రూపొందించామని ఆయన ఆ ప్రకటనలో తెలిపారు.

◆ జాన్సన్ పెడర్.. మ్యాక్స్ సీరీస్ పేరుతో పూర్తి స్థాయి బాత్రూమ్ సొల్యూషన్స్ను అందుబాటులోకి తీసుకువచ్చింది. ఈ ఉత్పత్తులకు పదేళ్ల వరకు వారంటీ ఇవ్వనుంది.

MAX QUALITY

Johnson Pedder, a brand under the umbrella of Roca Group, has announced the launch of the all-new 'Max Series' product range, offering maximum durability, quality, affordability and assurance. The series includes all the bathroom categories like sanitaryware, faucets, plastics and water heaters. The products under same name range include three variants of wall hung basins, Max One, Max Two and Max Three variants of water closet, Max One, Max Two and Max Three variants of water closet, Max One, Max Two and Max Three variants of water closet, Max One, Max Two and Max Three variants of water closet, Max One, Max Two and Max Three variants of water closet.

Contact: Roca Group, Website: www.roca.in

Click Here to read the full article



Max Celebration

Max launch has been done across all parts of India with cake cutting & celebrations, along with our channel partners at various counters. The feedback has been amazing across all counters with overwhelming launch orders for all products of Max range.



JP Sannnelan Continues...

Digital Connect with Channel Partners- Sannnelan

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

In the platform, all our proud partners along with the distributor of the area get connected. This program has an inaugural address by the MD of Roca Bathroom Product Pvt. Ltd., Mr. K. E. Ranganathan, The event is well supported by the participation of Sales Head Mr. Abhishek Mazumdar and Marketing Head Mr. Sreenivisan. This platform gives an opportunity to showcase new products directly to our partners and is made interactive with exciting quizzes.

Sannnelan



JOHNSON PEDDER SAMMELAN – MD ADDRESS



JOHNSON PEDDER SAMMELAN - PATNA

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.

**IT'S MAX
IT'S THE SMARTER CHOICE
IN WATER CLOSETS!**

MAX SPARK
Code: J8591C
Size: 600x360x400 mm
Price: ₹ 4,000

MAX ARC
Code: J8511C (S-Trap)
Size: 600x360x370mm, S-Trap200
Price: ₹ 8,500

MAX DAZ
Code: J8501C
Size: 600x360x390mm
Price: ₹ 2,900

Don't Settle For Anything Less Than:

- Max Range
- Max Design
- Max Value
- Max Durability
- Max Performance
- Max 10yr Warranty

SANITARYWARE | FAUCET | PLASTIC | ACCESSORIES | WATER HEATER
Johnson Peddler Care - 7338822557 | Safe Buy - www.johnsonpeddler.in

**GET MAX
GET THE SMARTER
CHOICE IN FAUCETS!**

MAX FLOW
Basin Mixer
Product Code: JT0914A1
Price: ₹ 2,470

Don't Settle For Anything Less Than:

- Max Range
- Max Design
- Max Value
- Max Durability
- Max Performance
- Max 10yr Warranty

SANITARYWARE | FAUCET | PLASTIC | ACCESSORIES | WATER HEATER
Johnson Peddler Care - 7338822557 | Safe Buy - www.johnsonpeddler.in

**CHOOSE MAX
CHOOSE THE SMARTER
CHOICE IN BASINS!**

MAX EXCEL
Code: J8561C
Size: 400 x 330 mm
Price: ₹ 1,000

MAX SPARKLE
Code: J8521C
Size: 400 x 330 mm
Price: ₹ 900

MAX GLEAM
Code: J8581C
Size: 410 x 360 mm
Price: ₹ 1,200

MAX GLOW
Code: J8571C
Size: 380 x 414 mm
Price: ₹ 1,000

Don't Settle For Anything Less Than:

- Max Range
- Max Design
- Max Value
- Max Durability
- Max Performance
- Max 10yr Warranty

SANITARYWARE | FAUCET | PLASTIC | ACCESSORIES | WATER HEATER
Johnson Peddler Care - 7338822557 | Safe Buy - www.johnsonpeddler.in

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 and Inshop branding .

New Showroom Opening

Johnson Pedder's new Showroom has been inaugurated with exclusive Johnson Pedder display in Deoghar - M/S Swastik Tiles Co. Also, we had the inauguration of our new store in Indore - M/S Darshan Sanitary Evam Hardware and in Gadarwara - M/S Yash Traders.

These showrooms now have an exclusive Johnson Pedder Product display along with the new Max Series.



DEOGHAR



GADARWARA



INDORE

Khushiyon ki UMANG...

Umang – an exclusive loyalty program for esteemed retailers – has helped our retail partners to earn more with Johnson Pedder.



HONDA ACTIVA SCOOTY



TANISHQ GOLD VOUCHER



AMAZON VOUCHER



AMAZON VOUCHER

Umang 3.0

Johnson Pedder
The smarter choice.

JP Umang
Season 3
2021

AN EXCLUSIVE LOYALTY PROGRAM
FOR ESTEEMED RETAILERS

After 2 successful years of Umang, Johnson Pedder has launched Umang 3.0 for its esteemed retailers starting 1st Jan'21 to 31st Dec'21. Points accumulated upto 2020 have been carried forward into Umang 3.0.

So, gear up for a program with an unique rewarding experience!

Our Team



Mr. Sanjay Srivastav,
North
Ph : 7823947892



Mr. Gunda Naik,
South
Ph : 9342045731



Mr. Kumar Gaurav,
East
Ph : 9707191172



Mr. Akhilesh Pathak,
West :Central
Ph : 9384862670



Mr. Amit Singhal
West ROM
Ph : 7738359014



Ms. Prachi Yadav
Marketing
Ph : 8800877489



Mr. Abhishek Mazumdar
National Sales Head
Johnson Pedder, India
Ph : 9560921113



**Stay Safe
&
Stay Healthy**