

JP **JOSH**

ISSUE 4

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From Managing Director's desk ..

Dear JPians,

Season's greetings from all of us in India.

We are in the midst of Covid waves and we need to be cautious on safe keeping.

During the last 16 months we have seen loss of precious life and our heart reaches out to all those who have lost their dear ones. With better vaccination and lesser spreading of virus, we do hope and pray for happy days ahead.

Your Brand "Johnson Pedder" continues to be in the exciting pace of growth, and I am glad to inform the tremendous revenue growth during the current year 2021 since January. We are very grateful for the complete dedication and support brand JP has received from your end.

I am also happy to share we have received an overwhelming response for the **Max series**. We received record order booking for the series. Max Series is a complete bathroom solution by offering products across all categories and customers have seen the Max value this series has offered. Going by the success of this series will be launching another range of similar series in the coming months.

World has caught on with the "Digital Wave" due to pandemic, and we are glad JP led the race again with initiatives like JPSammelan, JPPaathshala have done well in establishing connects with our trade partners and team. Soon we will be connecting on a digital platform for the new launches which are in line in the coming month. Stay tuned for the exciting launches in the brand which will help you to take your business to the next level.

Umang, the popular Digital Loyalty program for our esteem partners, has launched program known as "UmangAazadi Ki" which will help to celebrate freedom to expand business and unlock new level of success in these tough times. This program gives the opportunity to win exciting gifts and rewards.

Finally, it is important to get ourselves vaccinated and take all the necessary precautions so that we can keep ourselves safe.

Wishing you all the very best ..

Best Regards,

K.E. Ranganathan
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Star Faucet – *Max Flow*

Faucets category is achieving new milestones every year for the Johnson Pedder brand.

This year, an exquisite collection of faucets; Max Flow; having a wide range of 19 SKUs was launched. This new range has received an overwhelming response.

The Max series is a complete solution for entire bathroom requirements. Along with the highest quality standards of Johnson Pedder, these products come at the most affordable price..



New Launch – Single Piece



Arena

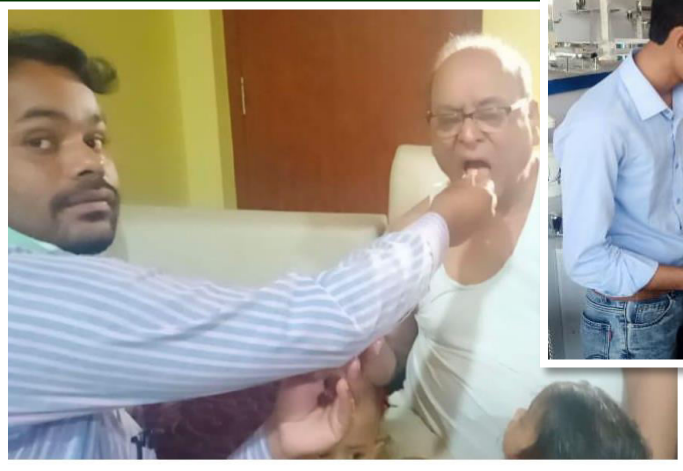


Chord

Two new single piece models – Arena and Chord - have been introduced to provide an elegant option along with concealed design and slim seat cover in the category.

Birthday Celebration

Our Partners has always been an integral part of our lives; Celebrating together with them has always made them feel closer to us and as part of a family.

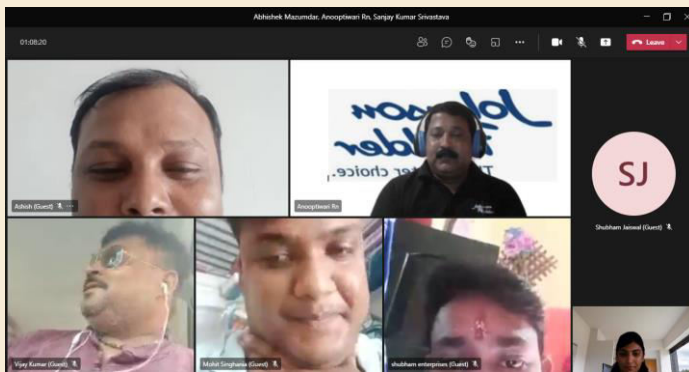


JP Paathshala

Digital Connect with team in the market

In the situation, when almost everything is under lockdown, it is important to stay connected and upgrade our knowledge. Keeping in line with this spirit of learning together, JP Paathshala was conceptualized.

This program been initiated to stay connected with our representatives in the market and keep them updating about the brand and its products so that consumers can get a better brand experience at our point of sale.



JOHNSON PEDDER PAATHSHALA- UTTAR PRADESH



JOHNSON PEDDER PAATHSHALA- ODISHA

POS

An innovative Flipchart has been introduced for Johnson Pedder with an idea to give more details about the brand USP's, its technology driven products, factories, Customer Care network and many more aspects. This tools has helped to give more understanding about the brand and its important aspects, and has been widely appreciated.

Smarter Choice. Superior Quality.

Johnson Pedder
The smarter choice.

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MAX Synonymous with Affordability and Maximum Benefits.

Exclusive Max Collection with maximum benefits ever.

- Water Closet
- Water Heater
- Polymer Cistern
- Basin
- Faucet

Johnson Pedder
The smarter choice.

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Innovative Thinking, Elegant Design.

Staying true to its design philosophy of leading by example, Johnson Pedder leaves no stone unturned to innovate designs and deliver the best. The rimless design is a step closer to its vision. Offering features like a soft close seat cover and easy cleaning, it defines the meaning of smarter choices and smarter designs.

Johnson Pedder
The smarter choice.

- Lunar**: Rimless
- Venus**: Syphonic
- Chord**: Concealed Design
- Sleek 385**: Thin Rim Basins

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A Shield of Safety and Hygiene.

Making your bathroom as safe and protected as your house. Our ultra-modern Elbow and Nexus series comes with a secured design and antimicrobial feature, to give you a hygienic experience.

- Elbow Series**: Long Handle
- Max Hygiene**: Touchless Operations
- Nexus Max**: Antimicrobial Coating

Johnson Pedder
The smarter choice.

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UMANG Aazadi Ki...

After 2 successful years of Umang, Johnson Pedder's retailer loyalty program, an additional scheme - Umang Aazadi Ki has been introduced for our esteemed partners. This will help them to enjoy more earnings with Johnson Pedder.

This has also led to creating more attraction in the market among the trade partners, coming at a time of emerging from the lockdown this year.

Khusiyon Ki Umang....

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



HONDA ACTIVA SCOOTY



Mi TV 4X



BOSCH WASHING MACHINE

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**Stay Safe
&
Stay Healthy**