

JP JOSH

ISSUE 5

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From Managing Director's desk ..



Dear Partners,

Festive season's greetings from Johnson Pedder.


I am sure that you and your family are in good state of health.

As India is marching every day towards a record in vaccination, giving us the much need confidence that together we are moving towards better and happier days and that too very soon.

Likewise, Johnson Pedder continue to make new record every month and I am glad to share that last quarter was not an exception. We are thankful for your never ending support and making this brand reach to a height.

I am also glad to share that Johnson Pedder has launched its most awaited full fledged website www.johnsonpedder.in, with a new stunning and fresh look. This website can be navigated for the complete detail of product portfolio, details about the brand, media section and many more.

This quarter was an exciting quarter for the brand as it has entered into a new category, PTMT which will further strengthen Johnson Pedder portfolio. PTMT will not only help us together to grow but also serve our consumers with the best quality product. We are overwhelmed with the response as we have been able to achieve record order booking for the category.

 the most admired Digital Loyalty program for our esteem partners, has given opportunity to earn more as lot of redemption has been given under this special scheme of  . Congratulations to all the winners and keep celebrating the business.

As the festive season has started with Navratri, followed by Dusshera, Diwali, Eid, Christmas and many more round the corner will help you achieve a robust business growth .

Wish you all very happy and joyous times ahead this quarter.
All the best and stay connected.

Best Regards,

K.E. Ranganathan
(Managing Director)
RBPPL



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Digital Jalsaa : Dealer Connect

Digital Jalsaa event has been organised for the launch of two major milestone of Johnson Pedder. The launch was done by Managing Director Mr. K. E. Ranganthan which includes the soft launch of Johnson Pedder Website and new category PTMT.

This event was attended by all the Johnson Pedder Channel partners and senior officials of RBPPL



Star Category - PTMT

Johnson Pedder, introduced its newest category; **PTMT**, a concise form of Plastic which combines the best properties of synthetic & metals. It ensures great applicability and durability and contributes to the longevity of the products.

As the brand forays into the PTMT Bathroom Fittings market in India, Johnson Pedder has launched a brand new two faucet range 'Cool' & 'Delight' with 12 SKUs in each range catering to all the requirement of faucets. This gets compliment with Dura Fittings which includes connection hose, health faucet, bottle trap, waste coupling and waste pipe.



BIB COCK



LONG BODY
BIB COCK



BIB COCK
WITH NOZZLE



TWO WAY
BIB COCK



ANGLE VALVE



TWO WAY
ANGLE VALVE



SINK COCK



SWAN NECK
PILLAR COCK

Coverage in Popular News Daily

Happy to share that we have garnered coverage in the popular news daily.

The coverage features the exciting launch of Johnson Pedder's PTMT category. The article talks about the two new faucet ranges, features and benefits

जॉन्सन पेडर ने नई कैटेगरी पीटीएमटी पेशकश की

नई दिल्ली। रोका ग्रुप के एक ब्रांड जॉन्सन पेडर ने अपनी नई कैटेगरी पीटीएमटी की पेशकश की है पीटीएमटी प्लास्टिक का एक कंसाइज फॉर्म (लघु स्वरूप) है जिसमें सिंथेटिक एवं मेटल्स के सर्वश्रेष्ठ गुणों का संयोजन किया जाता है इन गुणों की वजह से प्रोडक्ट्स को लगाना बेहद आसान होता है और यह बेहद ड्यूरेबल होते हैं तथा प्रोडक्ट्स को लंबा जीवन देते हैं।

में 12 एसकेयू हैं जोकि फॉसेट्स की सभी तरह की जरूरतों को पूरा करते हैं। इस लॉन्च पर अपनी बात रखते हुए के.ई. रंगनाथन जॉन्सन पेडर के प्रबंध निदेशक ने कहा भारत में पीटीएमटी बाथरूम फिटिंग्स बाजार तेज गति से बढ़ रहा है और भविष्य में इसमें और बढ़ोतरी होने की संभावना है जॉन्सन पेडर में हमारे सभी प्रोडक्ट्स हमारी लैब में सख्त परीक्षणों में गुजरते हैं।



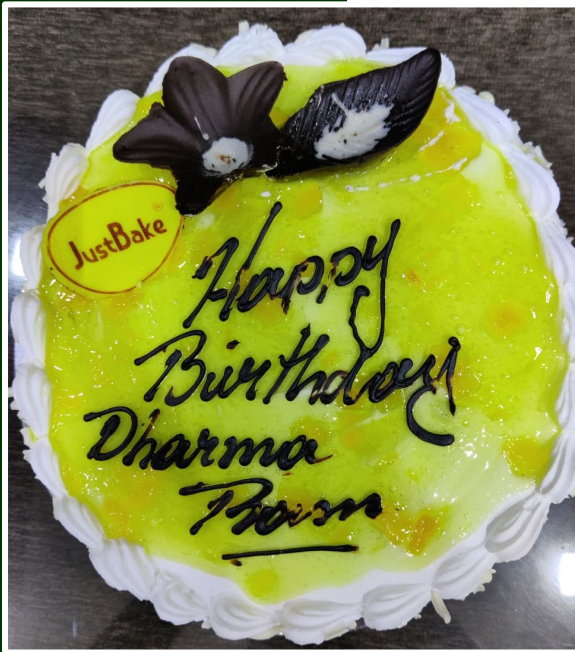
Click Here to read the full article



Click Here to read the full article

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.



M/S Bhavani Enterprises



M/S Sai Trading Company



M/S Bharat Trading Corporation

Plumber Training Program

Team connection with influencer

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.



M/S Sri Ram
Sanitary



M/S New Bharti
Electrical

Johnson Pedder on Digital

Johnson Pedder stay connected with their partners with interesting topicals like Happy Friendship day, Happy Independence Day, World Emoji Day, Happy Onam, Golden Arm, Happy Parents Day, Happy Ganesh Chaturthi and World Dream Day

Johnson Pedder
The smarter choice

FOR THE FRIENDS WHO ARE

HAPPY FRIENDSHIP DAY

Johnson Pedder
The smarter choice

Take Pride in Freedom.
Take Pride in Smarter Choices.

Happy Independence Day

HAPPY INDEPENDENCE DAY

Johnson Pedder
The smarter choice

TO ALL,

- Bathroom Singers
- Overthinkers
- Time Killers
- Secret Operators
- Peace Lovers
- Ideators

AND ALL BATHROOM USERS,

HAPPY WORLD EMOJI DAY

WORLD EMOJI DAY

Johnson Pedder
The smarter choice

Blending prosperity to your celebrations with the smarter choices.

HAPPY ONAM

HAPPY ONAM

Johnson Pedder
The smarter choice

HAIL THE CHAMPION WITH A

GOLDEN ARM

GOLDEN ARM

Johnson Pedder
The smarter choice

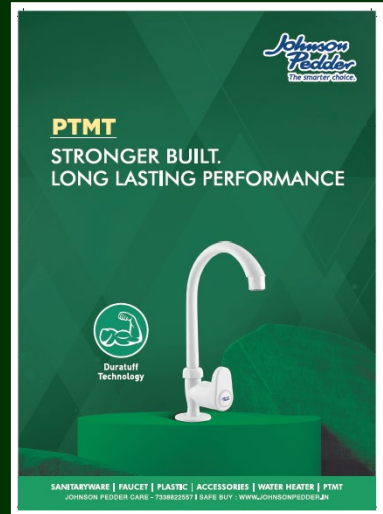
Happy World

PIRENTS Day

HAPPY PARENTS DAY

POS

To update about the new offering from the brand is being done continuously through effective dangle like Max, leaflet like PTMT which provides all the details about product, its features, pricing and code.



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.

Khusiyon Ki Umang....

This quarter has been a month of Khusiyaon ka month for our channel partners as many Amazon Vouchers, Tanishq Gold Vouchers, Flipkart Vouchers, Bike and others redemption has been done under the scheme of “Umang Aazadi Ki”

Thanks to our channel partners for the cooperation and making it a success.



AMAZON VOUCHER



AMAZON VOUCHER



TANISHQ GOLD VOUCHER

PTMT Journey



-  Impact Resistance
-  Premium Colour
-  Rust Free
-  Stain Free
-  Superior Quality
-  Ceramic Disc Valve



Our Team



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Stay Safe & Stay Healthy