



# **BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR**

Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24

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## **SUMMER INTERNSHIP PROJECT 2023**

### **REPORT TITLE**

A Study on Sales and Distribution of Hindware

### **SUBMITTED BY**

**Rahul Mohapatra**

**MBA Batch: 2022-24**

**University Regn. No: 2206258206**

#### **Faculty Guide**

Ms. Sushruti Panda  
Asst. Prof. (Marketing)  
BIITM, Bhubaneswar

#### **Corporate Guide**

Mr. Priyadutta Mohanty  
Sr. ASM, Hindware,  
Bhubaneswar

## CERTIFICATE OF INTERNAL GUIDE

This is to certify that Mr. Rahul Mohapatra bearing university registration no.2206258206 of 2022-24 batch, has completed his/her summer internship at Hindware from 01/09/2023 to 30/09/2023 under the supervision of Mr. Priyadutta Mohanty and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

Signature of the Internal Guide

Place: Bhubaneswar

Name: Sushruti Panda

Designation: Prof. Marketing

## CERTIFICATE FROM CORPORATE GUIDE



# Hindware

### Internship Certificate

This is to certify that **Mr. Rahul Mohapatra** from Biju Patnaik Institute Of Information Technology & Management Studies, Bhubaneswar has successfully completed the Summer Internship program of 1 month (1<sup>st</sup> September 2023 to 30<sup>th</sup> September 2023) with Hindware Ltd.

During this tenure his work and conduct has been found satisfactory.

We wish him all the best in his future.

Date : 30<sup>th</sup> Sep. 2023

Thanks



  
 Priyadutta Mohanty  
 Sr. Area Sales Manager  
 Hindware Ltd.  
 Bhubaneswar

## ISIL

SO 9001, 14001 OHSAS 18001 certified company)

### HSIL LIMITED

(Formerly Hindustan Sanitaryware & Industries Limited)

Registered Office: 2, Red Cross Place, Kolkata, West Bengal - 700 001.

Tel.: +91-33-2248 7406 / 04. Fax: +91-33-2248 7045. E-mail: [hsilkolsale@hindware.co.in](mailto:hsilkolsale@hindware.co.in)

[www.hindwarehomes.com](http://www.hindwarehomes.com)

Corporate Office: 3<sup>rd</sup> Floor, Unit No. 301-302, Park Centra, Sector 30, NH 8, Gurgaon - 122001. Tel.: +91-124-477 9200. Fax: +91-124-429 2898 / 99. E-mail: [info@hindware.co.in](mailto:info@hindware.co.in)

### DECLARATION

I, Mr. Rahul Mohapatra Bearing university registration, no. 2206258206 (2022-24 batch), hereby declare that the project report titled Sales and Distribution Management is based on my internship at Hindware during the period 01/09/2023 to 30/09/2023 and is an original work done by me under the supervision of Mr. Priyadutta Mohanty and Ms Sushruti Panda (. This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place: Bhubaneswar

Signature

## SUMMARY

Sales and distribution management is a critical component of any business, playing a pivotal role in achieving organizational goals and satisfying customer demands. This report delves into the intricacies of sales and distribution management, exploring the strategies, challenges, and best practices that shape the success of modern businesses.

The report begins by examining the fundamental concepts of sales and distribution, emphasizing their interdependence and their impact on overall business performance. It highlights the evolving landscape of sales channels and distribution networks in the digital age, acknowledging the profound influence of technology and e-commerce on consumer behavior and market dynamics.

Through comprehensive research, this report offers valuable insights into the evolving landscape of sales and distribution management. It serves as a practical guide for businesses seeking to optimize their sales and distribution operations, adapt to changing market dynamics, and achieve sustainable growth.

In an era marked by rapid technological advancements and shifting consumer preferences, mastering the art of sales and distribution management is essential for businesses aiming to remain competitive and thrive in the marketplace.

## CONTENTS

CHAPTER	TOPIC	PAGE No.
CHAPTER 1	INTRODUCTION, SCOPE, OBJECTIVES, METHODOLOGY, LIMITATIONS	6-11
CHAPTER 2	COMPANY PROFILE	12-32
CHAPTER 3	INDUSTRY ANALYSIS	33-39
CHAPTER 4	CUSTOMER ANALYSIS	40-41
CHAPTER 5	ACTUAL WORK DONE, ANALYSIS AND FINDINGS	42-46
CHAPTER 6	SUGGESTIONS AND CONCLUSION	46-47
	BIBLIOGRAPHY	48

## INTRODUCTION

In today's dynamic and highly competitive business environment, effective Sales and Distribution Management stands as a linchpin for success. The orchestration of sales strategies and the seamless flow of products or services from producer to consumer have become paramount in achieving not only growth but also sustainability. This report delves into the multifaceted realm of Sales and Distribution Management, dissecting its pivotal role in modern business operations and exploring the strategies and challenges that shape its landscape.

The ever-evolving global marketplace, marked by shifting consumer preferences, technological innovations, and rapidly changing market dynamics, has compelled organizations to rethink and adapt their sales and distribution approaches. Businesses are challenged not only to meet customer demands efficiently but also to remain agile and responsive in an era of digital transformation.

This report serves as an indispensable guide for professionals, scholars, and businesses seeking to navigate the complexities of Sales and Distribution Management. By examining the fundamental principles, emerging trends, and best practices in this domain, we aim to equip readers with the knowledge and insights needed to make informed decisions and drive excellence in sales and distribution endeavors.

Throughout the following sections, we will embark on a comprehensive journey, covering various aspects of Sales and Distribution Management, including sales strategies, distribution channels, inventory management, customer relationship management, data analytics, and the latest trends shaping the future of this field. We will also address common challenges faced by organizations in their pursuit of effective sales and distribution, offering pragmatic solutions and strategies for overcoming these hurdles. As we dive deeper into this report, we invite readers to explore the intricacies of Sales and Distribution Management, where the fusion of strategy, technology, and customer-centricity plays a pivotal role in shaping the destiny of businesses.

In an era marked by rapid change and innovation, mastering the art of sales and distribution is not just a choice; it is an imperative for those who aspire to thrive in the competitive landscape.

Join us on this insightful journey through the world of Sales and Distribution Management, where we unravel the strategies and tactics that underpin successful business growth and customer satisfaction.



## OBJECTIVE

The primary objective of this report is to conduct an in-depth analysis of Hindware's Sales and Distribution Management practices. The scope of this study encompasses the examination of various aspects of Hindware's sales and distribution strategies, their implementation, and their impact on the company's market presence and growth. The report aims to provide actionable insights and recommendations to enhance Hindware's sales and distribution management further.

To investigate Hindware's sales strategies, including pricing, promotions, and sales force management. It will analyze the effectiveness of these strategies in reaching target markets and achieving sales objectives.

**Distribution Network Evaluation:** The study will delve into Hindware's distribution network, assessing the channels used to reach customers, the efficiency of distribution processes, and the alignment with market demands.

**Market Coverage and Geographic Expansion:** The report will explore Hindware's market coverage, both domestically and internationally. It will assess the company's efforts to expand geographically and the challenges and opportunities associated with such expansion.

**Inventory Management:** An examination of Hindware's inventory management practices, including stock turnover rates, inventory control systems, and their impact on overall supply chain efficiency.

**Customer Relationship Management (CRM):** The report will investigate Hindware's CRM strategies, focusing on customer acquisition, retention, and satisfaction. It will assess the use of technology and data analytics in CRM efforts.

## **SCOPE**

The primary scope of this report is to conduct an in-depth analysis of Hindware's Sales and Distribution Management practices. The scope of this study encompasses the examination of various aspects of Hindware's sales and distribution strategies, their implementation, and their impact on the company's market presence and growth. The report aims to provide actionable insights and recommendations to enhance Hindware's sales and distribution management further.

Analyze Hindware's sales strategies, distribution channels, and their effectiveness in the context of the Indian home and sanitary ware market. Evaluate Hindware's approach to inventory management, including supply chain efficiency and stock turnover rates.

Examine the role of customer relationship management (CRM) in Hindware's business model and its impact on customer satisfaction and brand loyalty. Explore the utilization of data analytics and technology in sales and distribution decision-making at Hindware. Identify and address challenges and solutions specific to Hindware's Sales and Distribution Management.

## **LIMITATION**

It's important to note that this report will focus on Hindware as a case study, and the findings and recommendations may not be directly applicable to other organizations. The study will be based on available data and information up to the report's date of completion.

The study will be conducted over a specified timeframe, utilizing available resources, data, and access to relevant personnel within Hindware for data collection and interviews.

This scope statement outlines the objectives, focus areas, and limitations of the report on Sales and Distribution Management with a specific focus on Hindware. It provides clarity on what the report aims to achieve and the boundaries of the study.

## METHODOLOGY

The methodology used in a report or study typically refers to the systematic approach and procedures employed to gather, analyze, and interpret data. The specific methodology can vary based on the nature of the research and the objectives of the study.

### Primary Research:

**Interviews:** Conducting interviews with key personnel within Hindware, such as sales managers, distribution managers, and other relevant stakeholders. These interviews can provide qualitative insights into the company's strategies, challenges, and decision-making processes.

**Surveys/Questionnaires:** Designing and administering surveys to collect quantitative data on customer satisfaction, preferences, and feedback related to sales and distribution channels.

### Secondary Research:

- **Literature Review:** Reviewing existing literature, industry reports, and academic articles related to Sales and Distribution Management. This helps to establish a theoretical framework and gain insights from best practices in the industry.
- **Company Documents:** Analyzing internal documents provided by Hindware, such as annual reports, financial statements, and marketing materials. This can offer valuable information on the company's performance and strategic direction.

### Data Analysis:

- **Quantitative Analysis:** Utilizing statistical methods to analyze quantitative data obtained through surveys or other numerical sources. This could include analyzing sales performance, distribution metrics, and customer data.
- **Qualitative Analysis:** Employing thematic analysis or content analysis for qualitative data obtained from interviews. This involves identifying patterns, themes, and insights from textual or interview-based information.

**Observation:**

- **Field Observations:** Conducting on-site observations of sales and distribution processes, if applicable. This can provide firsthand insights into the day-to-day operations and challenges faced by the company.

**Comparative Analysis:**

- **Benchmarking:** Comparing Hindware's sales and distribution practices with industry benchmarks and best practices to assess its relative performance.

**Technology Utilization:**

- **Data Analytics Tools:** Using data analytics tools to process and analyze large datasets, especially in areas like inventory management, customer relationship management, and market trends.
- **Customer Relationship Management (CRM) Software:** Evaluating the use and effectiveness of any CRM systems implemented by Hindware in managing customer relationships.

## COMPANY PROFILE

Hindware is a brand under the company HSIL Limited (formerly known as Hindustan Sanitaryware & Industries Limited). HSIL Limited is a public-listed company in India that operates in the building products and consumer goods segments. It is a conglomerate with diverse business interests. As of my last knowledge update in January 2022, HSIL Limited is primarily involved in the following business segments:

### **Building Products:**

**Sanitaryware:** Manufacturing and selling bathroom and kitchen fixtures, including products like toilets, sinks, and faucets under the Hindware brand.

**Faucets:** Production and distribution of a wide range of faucets and bathroom fittings.

## HISTORY

Since our foundation, we have seen our fair share of challenges and over the years have had a steady growth and success. Some of the milestones in Hindware's journey are listed below year wise.

- **1960:** Hindustan Tw fords Ltd. was incorporated to introduce vitreous china sanitary ware for the first time in India.



- **1962:** A factory was set up and production commenced in Bahadurgarh, Haryana (earlier part of Punjab)



- **1969:** Company renamed to Hindustan Sanitary ware & Industries Limited
- **1980:** Acquired Krishna Ceramics Ltd. (Bibinagar); expanded ceramics manufacturing capacity



- **1990:** Commissioned world's largest open flame kiln in the Bahadurgarh factory



- **1991:** Introduced the Hindware Brand



- **1996:** Accessed natural gas in the Bahadurgarh plant.
- **1996:** HSIL crossed the Rs.100 crore revenue milestone.
- **1997:** Launched water conservation product, with 3.5 litre flushing – Super Constellation water closet.
- **1998:** Established the Secunderabad office for Building Product Division Product category expanded to introduce PVC cisterns as part of the Hindware portfolio
- **1999:** Bibinagar capacity expansion completed.
- **1999:** ISO accreditation received by Bahadurgarh Plant First Indian Plant in the sanitaryware industry to receive this prestigious accreditation.
- **1999:** Raasi ceramics acquired to further expand sanitary ware manufacturing capacity.
- **2000:** Building Products Division expanded to Bathroom Wellness category (Bathtubs / Showers / MFMT's etc).
- **2000:** Hindware established online presence with their website.
- **2001:** ISO 9001:2000 Certification received by Building Product Division.
- **2004:** Building Products Division expanded to chrome plated bathroom fittings (faucets).
- **2004:** Rebranded the Hindware logo for a youthful presentation.
- **2006:** Expanded export business.
- **2007:** HSIL crossed the Rs. 500 crore revenue milestone.
- **2008:** BPD achieved the highest production levels of 31,000 MT.
- **2008:** Established corporate office presence in Gurgaon.
- **2008:** Established two retail megastores in NCR.

- **2009:** Launched Hindware Lacasa display showrooms.



- **2009:** The company was renamed to HSIL.



- **2010:** Awarded the 2010 IMM Award for Excellence by the Institute of Marketing and Management, Delhi Acquires the bath fittings business and operations of Havells India Limited Acquires UK based Barwood Products Limited.
- **2010:** Awarded the Golden Peacock National Quality Award 2010.
- **2010:** Hindware wins 4 P's Award for India's 100 Most Valuable Brand 2010 Hindware forays into the tiles segment Hindware chosen as a leading Power brand 2010 HSIL again awarded Business Super brand Award.
- **2010:** Honored with the prestigious THE BIZZ 2010 award for being an inspirational organization with admirable business management systems.





- **2011:** HSIL Launches Bath Fittings Brand BENELAVE.
- **2011:** HSIL Launches Luxury Brand QUEO.



- **2012:** Became the first Indian company to be felicitated with the UPC star rating by the International Association of Plumbing and Mechanical officials (IAPMO).
- **2013:** Awarded with the prestigious GRIHA (Green Rating for Integrated Habitat Assessment) certification.
- **2013:** Honored with the 'Best Bathroom Fixtures' Good Homes Award by ZEE channel
- **2018:** Redefined our brand identity with a new promise 'Start with the Expert' to help consumer build their dream bathroom with Hindware.
- **2019:** Brilloca Ltd, a new entity emerges post group business restructuring with sharp focus on building products division (marketing and distribution) and the new house of iconic brand Hindware.



- **2019:** Forayed into the premium and super-premium tiles segment with the brand NEOM– Neo modern tiles by Hindware.
- **2021:** Launch of New Brand Campaign "Thoughtful is Beautiful" which drives a new category conversation being a true reflection of everything that the Hindware Italian Collection stands for.



- **2022:** Brilloca limited got renamed to Hindware Limited. Tiles were launched under the portfolio of Hindware Italian Collection.

### **Advantage Hindware**



#### **EXPERTISE**

Hindware Limited, backed by HSIL's 60 years of experience has made us proficient in comprehending the market ecosystem and evolving customer needs; making us one of the most trusted brands in the market today.



#### **QUALITY FIRST**

We have outlined rigorous quality control mechanisms that are in place to ensure that products are top-of-the-line and rejection rates are low, thereby allowing minimal customer complaints.

We collaborate with the country's most acclaimed designers, who efficiently merge tradition and modernity while designing bathroom products.



#### **STRONG BRAND EQUITY**

Hindware is a household name, and has been at the forefront of industry-first designs and innovations. The brand constantly strives to achieve a confluence of understanding of the Indian market, technology and aesthetics in Hindware Design Studio to create bathroom products that are truly one-of-a-kind. That's why our products are not merely functional and always add more to a person's life.

Simultaneously, we are committed to work towards a more sustainable future by adhering to environmentally friendly practices. Our innovative products and marketing initiatives drive our high brand recall. Our latest brand campaign 'Thoughtful is beautiful' is aimed at creating beautiful bathrooms for your homes with innovative products which help ease consumer's life with many thoughtful features.



### AWARENESS PROGRAMS

It has always been our vision to empower people with our expertise, through thoughtful product designs based on consumer needs. This belief manifests itself in our corporate social responsibility initiatives as well. Our endeavour 'Saaf Raho, Safe Raho' was aimed at building awareness & infrastructure for safe and hygienic contactless hand-washing facilities at public places as the country was transitioning through unlock phases post nation-wide lockdown. Another initiative 'Hygiene that Empowers', focuses on encouraging the girl child to continue schooling by providing access to adequate sanitation infrastructure at schools. Started on World Toilet Day, 19th Nov 2020, we have undertaken construction of toilets and have continued the journey by tying up with many more schools across the country spreading hygiene empowerment.



### PRODUCT PORTFOLIO

We provide complete bathroom solutions, from designing your bathroom to offering hi-end and stylish products to make your space a cut above the rest. We continually keep refreshing our sanitary ware and faucet portfolio in line with market need. With our foray into the plastic pipes and fittings business, we extended our product offering from 'front of the wall' to 'back of the wall'.



## R&D CAPABILITIES

Our R&D team's extensive product research has helped us evolve with the category meeting unsaid consumer needs. We pride ourselves with industry first designs and product innovations which have disrupted the sanitary ware & faucets category. We also collaborate with ahead-of-the-curve national and international designers to manufacture and deliver contemporary products.



## ROBUST DISTRIBUTION NETWORK

Our large network of dealers and retailers enable us to reach out to customers across India. An effective service network and multiple customer touchpoints ensure our continued support, resulting in a delightful customer experience and continued loyalty. We have 300+ brand stores, along with 14,000+ retail outlets.



## WIDE SERVICE NETWORK

Our after-sales service team comprises certified service engineers who help us serve customers and play a key role in retaining our leadership position. Our Pan-India service network of 650+ technicians across 700+ districts cater to customer demands with a turnaround time of 24 hours in urban areas and 48 hours in upcountry markets.



## DISPERSION IN TIER II AND III CITIES

With the evolution of smart cities, our network has also expanded beyond Tier II and III cities.

This has helped us in establishing multiple customer touch points and is going to play a significant role in our growth.

## PRODUCT CATEGORIES

### SANITARY WARE



### WATER CLOSETS



## WASH BASINS



## CISTERNS



## COMBO PACKS



## URINALS & SQUATTING PANS



## DIFFERENTLY-ABLED

### FAUCETS



### HUES by Hindware



### FAUCETS



## SHOWERS



## DIVERTORS



## BATHROOM ACCESSORIES





## **HR POLICY**



### People

The Brilloca team consists of a group of very diverse people. We come from all parts of the country and thrive on our differences and commonalities. We are intelligent, we have passion for life and work. We are results driven and share the same vision of an open network computing world. We know how to make the work day fun, from everyday friendly banter to the occasional practical joke. We know how to make a stressful day more bearable or make a good day great! It's our people that make the Sun experience unique.



### Attitude

Brilloca is known for its attitude. We are good and we know it. We are not afraid to share it with the world. The team members at Brilloca are what bring the Brilloca attitude to life. We look for people who have an attitude of self confidence, have a passion for what they do, and are driven to succeed. Here, YOU are expected to challenge ideas, take risks, work autonomously, be very resourceful, embrace team work, think outside the box and understand the essence of quality products and processes. At Brilloca, YOU are in control of your career. YOU are in control of how much you bring to the table.



### Life

While we hold high expectations and require a strong level of commitment and dedication from our team, we have a deep understanding of the need for a healthy work/life balance. From flexible hours to flexible offices, it doesn't matter where or when you get your job done, just that you do it and do it well. As long as your manager supports it and your job allows it, you can adjust your hours and work remotely to accommodate your lifestyle. So whether you have a family to care for or hobbies to pursue, here you can achieve both and have a great job as well. As you can see, one of Sun's most popular themes is to be flexible. We have such a dynamic atmosphere that continually evolves to stay ahead of the competition. This is a place where innovation, entrepreneurship, and out of the box creativity can thrive. It is a fast paced world that constantly challenges you and keeps on your toes. If you thrive in this type of atmosphere, then Brilloca is the place for you!

Working at Brilloca is more than just a job, it's an experience.



### Engagement

Employee engagement is one of the keys to successful employee motivation. Employee engagement follows trust as a factor in employee satisfaction with their supervisor and their work place. We make sure that our employees have a life beyond work. We allow them a reasonable flexibility within the scope of departmental needs to establish a balance between work and their personal lives. This may result in them working better when they are here.



### Training & Development

As a global organization, the Group not only believes in hiring the right and best talent but nurturing it too. We welcome our new members to the organization with a commitment to enhance their learning by acquiring knowledge, sharpening skills, concepts, rules, changing of attitudes and behaviors. New hires are groomed and empowered to independently handle projects.

Competencies are continuously reviewed and training courses specially designed to keep abreast of the new technologies. Every employee undergoes an average of 40 hours of training, conducted in diverse ways, be it classroom training, workshops, seminars, outbounds etc. These not only help to increase the productivity of the associates but also help in grooming their overall personality.

Development of talent at Brilloca is a key success factor in achieving our goal of sustainable growth. We are working hard to create a shared culture of entrepreneurship, measured risk taking, creativity and inspiring leadership (confidence). Such a culture will engage our talented employees and inspire them to give their best. And it means that we will be able to attract, retain and develop the best people. Our goal is to staff management positions primarily from within our own ranks. We do this by identifying employees with leadership potential and developing their skills as versatile leaders.

We provide talented employees with support to steer their career and realize their potential through challenging new assignments. We offer special learning curricula for High and Top Potentials, designed to hone their leadership skills. We also offer special development programs specifically for executives.

The effectiveness of career progression in an organization depends largely on the extent to which training and development opportunities are made available to employees, to enable them to realize their growth potential & to make contribution towards achieving organizational objectives.

Training and development activities are the main mechanism through which individual goal and aspirations can be integrated with organization goals and requirements.



### Work Life Balance

As wisely put by Henry Ford:

***“Coming together is a beginning.***

***Keeping together is progress.***

***Working together is success. ”***

We believe that people are the basis for the lasting success of Brilloca, That's why we are dedicated to the human spirit - to attracting, retaining and rewarding talented people. We give them the chance to taste success through inspiring and challenging career opportunities and to fully contribute to a positive future for Brilloca.

Finding talented people for the Brilloca family is only a part of our people story. Once they're part of our organization, we aim to provide talented individuals with as inspiring an environment to work in as possible. We believe it's the responsibility of everyone in the company - from the leaders at the top of the organization to HR managers, line managers and the individuals who make up their teams - to ensure our company is an inspiring place to work. We are working hard to create an environment where everyone can fully participate in creating business success, and where each person feels valued for his or her distinctive talents. As well as offering people an inspiring work environment, we believe it is vital to also give them opportunities to use their creativity, experience, capabilities and entrepreneurial flair.

Once a year, we also measure how engaged our employees are - and therefore whether or not Brilloca provides its people with a great place to work - through our annual employee engagement survey.

Our people are therefore a crucial success factor in bringing sustainable profitable growth to Brilloca.



### Rewards & Recognition

Your hard work and contributions will always be given special attention at Brilloca. Our continued growth in size and diversity, and our persistent endeavor for excellence has induced us to introduce Rewards & Recognition Policy. Excellence is ways of life in Brilloca. But still there are spectacular achievements and accomplishments by individual associates and teams that merit special recognition. We have instituted various rewards that celebrate spectacular achievements by our teams and individual associates.

"Reward and Recognition" essentially implies providing incentives to & recognition of employees, individually and as members of groups, for their performance and acknowledging their contributions to the growth of the Company. There are many ways to acknowledge good performance, from a sincere "Thank You!" for a specific job well done, to granting the highest level, company-specific rewards. Recognition ensures a positive, productive and innovative organizational climate & encourages more action.

There are spectacular achievements by individual associates & project teams that merit special recognition. This effort is in conformance to Brilloca's HR Philosophy 'Motivation of personnel through Recognition and Appreciation'.

Recognition programs have become a part of a healthy culture in Brilloca which values colleagues for the results accomplished and the ways we effectively work together. It is our utmost desire to encourage and recognize excellent performance of colleagues as individuals and as participants in team efforts. The results have been extremely positive to all to see.

High performance culture that Brilloca has created and maintained in the company has resulted in high level of employee satisfaction and productivity.

### **FINANCIAL REPORT - HINDWARE LIMITED**

Here is a summary of financial information of HINDWARE LIMITED for the financial year ending on 31 March, 2023.

- Revenue / turnover of HINDWARE LIMITED is Over INR 500 cr
- Net worth of the company has increased by 16.42 %
- EBITDA of the company has increased by 43.89 %
- Total assets of the company has increased by 13.15 %
- Liabilities of the company has decreased by -17.74 %

#### **For a detailed balance sheet**

Operating Revenue: Over INR 500cr

EBITDA: 43.89 %

Net worth: 16.42 %

Debt/Equity Ratio: 1.52

Return on Equity: 21.49 %

Total Assets: 13.15 %

Fixed Assets: 20.33 %

Current Assets: 6.53 %

Current Liabilities: -17.74 %

Trade Receivables: 45.26 %

Trade Payables: 28.56 %

Current Ratio: 1.03

### **DIRECTORS - HINDWARE LIMITED**

The company has 6 directors and 2 reported key management personnel.

The longest serving directors currently on board are Sandip Somany and Girdhari Sultania who were appointed on 02 November, 2017. They have been on the board for more than 6 years. The most recently appointed director is Alpna Parida, who was appointed on 27 March, 2020.

Girdhari Sultania has the largest number of other directorships with a seat at a total of 21 companies. In total, the company is connected to 45 other companies through its directors.

02 November, 2017

SANDIP SOMANY

Director

02 November, 2017

GIRDHARI SULTANIA

Director

12 November, 2019

SALIL KUMAR BHANDARI

Director

12 November, 2019

ASHOK JAIPURIA

Director

12 November, 2019

RAINER SIEGFRIED SIMON

Director

10 February, 2020

SANDEEP SIKKA

KMP

10 February, 2020

PAYAL M PURI

KMP

27 March, 2020

ALPANA PARIDA

Director

## **BRANDING STRATEGY**

**Brand Identity:** Hindware has established a strong and recognizable brand identity in the market.

The brand is associated with quality, innovation, and contemporary design in the sanitary ware and bathroom solutions segment.

**Product Range:** The brand offers a diverse and comprehensive range of products, including sanitaryware, faucets, showers, wellness products, and kitchen appliances. This extensive product portfolio allows Hindware to cater to various customer needs and preferences.

**Innovation:** Hindware has focused on innovation in design and technology, introducing new and modern product features. This emphasis on innovation helps the brand stay competitive and appeals to consumers looking for contemporary solutions in their homes.



**Quality Assurance:** The brand emphasizes quality in its products, and this commitment is often communicated through marketing and promotional materials. Quality assurance helps in building trust among consumers.

**Positioning Strategy:** Premium Positioning: Hindware has positioned itself as a premium brand in the sanitary ware and bathroom solutions market. This positioning is reflected in the quality of its products, modern designs, and a focus on providing a superior customer experience.

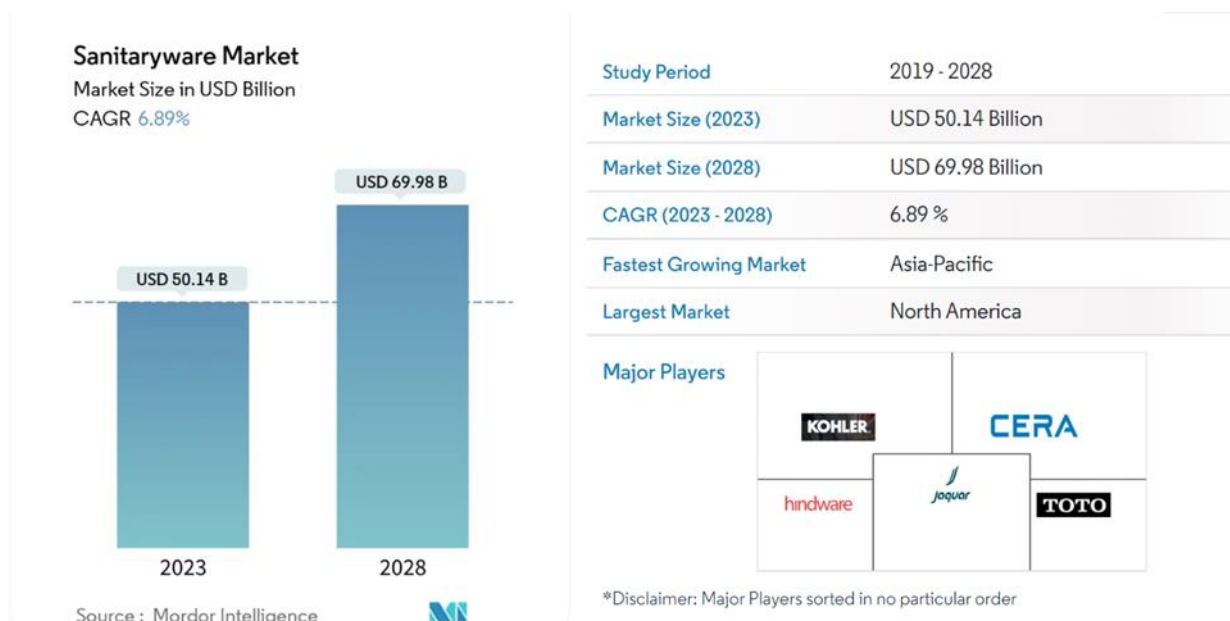
**Contemporary Design:** The brand is known for its contemporary and stylish designs. By aligning itself with modern aesthetics, Hindware targets consumers who value aesthetics and aspire to have modern and stylish bathrooms and kitchens.

**Customer-Centric Approach:** Hindware emphasizes a customer-centric approach in its positioning strategy. This includes providing solutions that enhance customer comfort, convenience, and satisfaction. This approach aims to build long-term relationships with customers.

**Sustainability:** With growing awareness of environmental concerns, Hindware has also incorporated sustainability into its positioning. This may include eco-friendly product options, water-saving technologies, and a commitment to responsible manufacturing practices.

**Digital Presence:** Hindware has leveraged digital channels for marketing and engagement. Through its online presence, the brand can reach a wider audience and connect with consumers who prefer digital platforms for researching and purchasing home products.

## INDUSTRY ANALYSIS



### Sanitary ware Market Analysis

The Sanitary ware Market size is expected to grow from USD 50 billion in 2023 to USD 69.98 billion by 2028, at a CAGR of 6.89% during the forecast period (2023-2028). The sanitary ware market has been growing with the growing residential, commercial, and infrastructure construction projects, which are fuelling up the residential and commercial applications across the region. According to the Unicef and WHO (World Health Organization) statistics, over half of the global population still lacks safe sanitation and at least 2 billion people use a drinking water source contaminated with faeces. To end this, several NGOs (Non-Government Organizations) along with the help of WHO, the World Bank are running campaigns and are building toilets in several rural and under-developed areas to offer people safe sanitation. This has been helping the market to spread to the niche segments and record more transactions over the review period.

On the other hand, customer's increasing concerns over personal hygiene are also driving the key market players to focus on ways to make a differentiation in the products offered by them, in order to attract more customers and to increase their market shares. In addition, the improving economic situation, rise in disposable income, and growth rate of urbanization in the developing nations, are expected to fuel the growth further.

The sanitary ware market has recorded a mixed trend during the past year (2020) owing to the COVID-19 outbreak which resulted in several disruptions in manufacturing, importing and exporting, and transportation. The pandemic also affected the economic situation of several customers and resulted in delays in the construction projects as the majority of days (months in some countries) were spent in lockdowns and the following stay at home to stay safe protocols.

### Sanitary ware Market Trends

This section covers the major market trends shaping the sanitary ware Market according to our research experts:

#### Ceramic Sanitary ware Products are Dominating the Market

With the increasing customer knowledge and practices of safe sanitation across the world, the demand for sanitary ware products is rising. Owing to the glossy finish offered by the ceramic, along with other properties including resistance to stains, heat, and easy cleaning majority of customers have been choosing them for their sanitary ware. They are also easily available in the market and comes at budget-friendly prices and also easily go with the interiors and bring more elegance to the surroundings making them more suitable for both residential and commercial applications. Owing to these factors the ceramic sanitary ware products are anticipated to continue to dominate the market in the forecast period as well.

#### Asia-Pacific is Anticipated to Continue to Record more Revenues

Asia-Pacific is the largest sanitaryware products exporter in the world and recorded an increase in its share of world exports from 58% to 62.8% in 2019 which was a result of exports from China, India, and Vietnam. The exports were largely affected during 2020 due to COVID-19, with the changing situations in the region, the market returned to the growth track in production and exports in 2021.

China continued to top the rankings with 1.75 million tons in 2019, up from 768,000 tons in 2009 and achieved 14% growth over 2018 to set a new all-time record. China alone accounted for 79% of Asia and 60.6% of world exports. India with 9% growth over 2018 to 199,000 tons, continued to be the 3rd largest exporter of sanitaryware products in the year preceded by Mexico. This trend is anticipated to continue in the forecast period as well and bring more revenues to the market studied.

### Sanitaryware Industry Overview

The key market players of the market such as Jaquar Group, Kohler Co, Cera Sanitaryware Ltd., and others are focusing on ways to strengthen their market position by offering more technologically upgraded, and easy to maintain products. In terms of market share, few major players currently dominate the market in some regions. In recent years, manufacturers have also entered into collaborations with retailers to expand the reach of their products for consumers and to tap new international markets.

### Sanitaryware Market Leaders

1. TOTO Ltd
2. Jaquar Group
3. Kohler Co
4. CERA Sanitaryware Ltd.
5. Hindware Homes

### Sanitaryware Industry Segmentation

A complete background analysis of the Sanitaryware market, including an assessment of the market, emerging trends by segments, significant changes in market dynamics are covered in the report. The report also covers the competitive landscape of the industry, which provides details about the key players present in the market.

The Sanitaryware market is segmented by Material into Ceramic, Plastic, and Other Materials, by Type into Water Closet, Wash Basins, Pedestals, Cisterns, and Other Types, by Application into Kitchen, and Bathroom, by End User into Residential and Commercial and by Geography into North America, Europe, Asia-Pacific, Latin America, Middle East and Africa.

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**By Material**

- Ceramic
- Plastic
- Other Materials

**By Type**

- Water Closet
- Wash Basins
- Pedestals
- Cisterns
- Other Types

### **By Application**

- Kitchen
- Bathroom

**By End User**

- Residential
- Commercial

## **Industry Dynamics**

### **Growth Drivers**

The global industry is primarily driven by various macroeconomic factors such as improving consumer spending power, growing economies, and rapid urbanization. The eco-friendly nature of these products made from ceramic material is anticipated to offer tremendous industry growth opportunities. Ceramics is an eco-friendly material that can be recycled, reused, and reduced to protect the environment. Further, the increasing construction/property industry volume is expected to increase the sale of sanitary ware products globally. The increasing demand for these products from both the residential & commercial sectors is driving the sanitary ware market growth. Both the renovation and new construction contribute to the growing demand for these products. Further, the growing focus of the population of developing nations towards proper cleaning & hygiene is anticipated to drive the industry growth. Additionally, the government policies & measures undertaken in order to improve the sanitation facilities across the developing nations are expected to boost the demand for sanitary products.

### **Insight by Material**

The Ceramic segment is recorded to hold the larger share in 2021 and is expected to lead the industry in the forecasting years. Ceramic is majorly known for its high durability and complex nature. The formability of the material makes it suitable for various products. Further, ceramic is one of the highest hygiene standards for its smooth & easy to clean surface. Thus, various strong chemical acids and cleaning fluids barely affect this material. The properties of the ceramic material, such as its pleasing appearance and versatility, along with the eco-friendly nature of the material, make it the most appropriate material used to manufacture these products. These vast benefits offered by the properties of the material are anticipated to drive the segment's growth. Moreover, the increasing per capita income of the global population is expected to drive the segment's growth.

The pressed metal segment is projected to show a progressive growth rate in the forecasting years. The segment's growth can be attributed to the benefits of these products made by pressed metal, such as low price and high durability compared to acrylic materials. Further, products made by this material usually maintain their looks over a longer period and are also thought to be more hygienic as the surface does not harbor germs.

### **Geographic Overview**

Geographically, Asia Pacific garnered the most significant market shares in the global industry in 2021 and is expected to lead the industry over the forecast period. The nations such as South Korea, India, Japan, and China primarily attribute to industry growth. The increasing number of sanitary ware manufacturing firms and the growing population across the region are amplifying the market's growth. Furthermore, the rising infrastructural developments in the region are anticipated to provide tremendous market growth opportunities. The region shows stable growth in the approaching period. The regional market was showing a slight down-fall because of the onset of COVID-19. However, the rising demand and growing focus of the population toward hygiene is anticipated to drive the industry growth in the region. Further, the rising construction activities coupled with the rise in the disposable income of the population are anticipated to drive the market's growth. Moreover, major key players are focusing on expanding their manufacturing capabilities in the emerging markets of Asia Pacific in order to maintain a strong position. Moreover, North America is anticipated to exhibit a progressive CAGR over the forecast period. The rising economic growth along with substantial investments across both residential & commercial construction in North America is expected to drive the development of the market in the region. The high per capita income, along with the better living standards of the population, is anticipated to drive the market's growth. The growing investment in R&D by companies in the region in order to develop innovative products is expected to drive sanitary ware market growth.

Some of the major players operating in the global sanitary ware market include CERA Sanitaryware Limited, Cersanit, Creavit, Delta Faucet Company, Duravit AG, Geberit AG, H & R JOHNSON, Hansgrohe, Hindware Homes, HSIL Limited, Ideal Standard Ltd, Jaquar, Kohler Co, LAUFEN Bathrooms AG, Lecico Egypt, LIXIL Corporation, Roca Sanitario, S.A., Saudi Ceramics, Shanghai Aquacubic Sanitaryware Co., Ltd., TOTO LTD, and Villeroy & Boch.



## CUSTOMER ANALYSIS

**1. Demographic Analysis:** Identify and analyze the demographic characteristics of Hindware's customers, including age, gender, income level, occupation, and geographic location.

**2. Psychographic Analysis:** Explore the psychographic traits of customers, such as lifestyle, values, interests, and attitudes. Understand how these factors influence their preferences for sanitaryware products.

**3. Behavioral Analysis:** Examine customer behaviors related to the purchase and use of sanitaryware. This includes the frequency of purchases, brand loyalty, decision-making processes, and reasons for choosing Hindware products.

**4. Technographic Analysis:** In the context of sanitaryware, technographic analysis can involve understanding customers' preferences for technological features in products, such as smart or sensor-based solutions.

**5. Purchase Journey Analysis:** Map out the customer journey from awareness to purchase and post-purchase. Understand touchpoints, channels, and factors that influence customers at each stage.

**6. Customer Satisfaction and Feedback:** Analyze customer feedback through reviews, surveys, and customer service interactions. Identify areas of satisfaction and areas that may need improvement.

**7. Brand Perception:** Understand how customers perceive the Hindware brand. Assess brand awareness, brand image, and brand associations in the minds of customers.

**8. Competitor Comparison:** Compare customer preferences for Hindware against competitors. Identify Hindware's unique selling propositions and areas where it outperforms or competes with other brands.

**9. Trends and Preferences:** Stay updated on industry trends and changing customer preferences. This can involve monitoring design trends, sustainability preferences, and other factors.

**10. Customer Segmentation:** Segment customers based on common characteristics, behaviors, or needs. This segmentation can help tailor marketing strategies and product offerings to specific customer groups.

**11. Customer Lifetime Value (CLV):** Analyze the CLV to understand the long-term value of customers. This involves assessing the profitability and loyalty of customers over their relationship with Hindware.

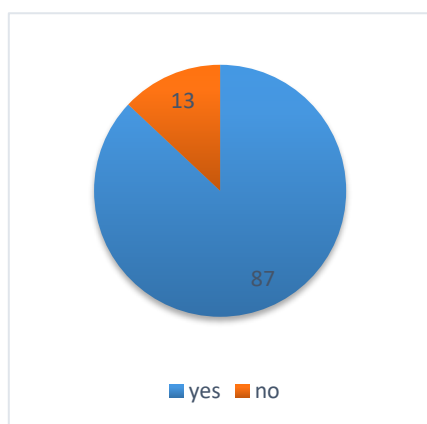
**12. Online Presence and Engagement:** Evaluate customer engagement on online platforms, including social media. Understand how customers interact with Hindware online and the impact of digital marketing efforts.

## ANALYSIS AND FINDINGS

### ANALYSIS

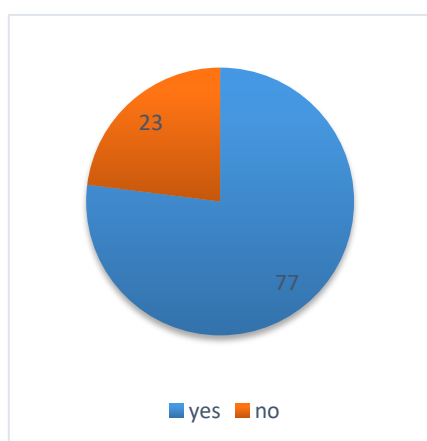
1. Do you like the idea of purchasing Hindware?

Yes	87
no	13



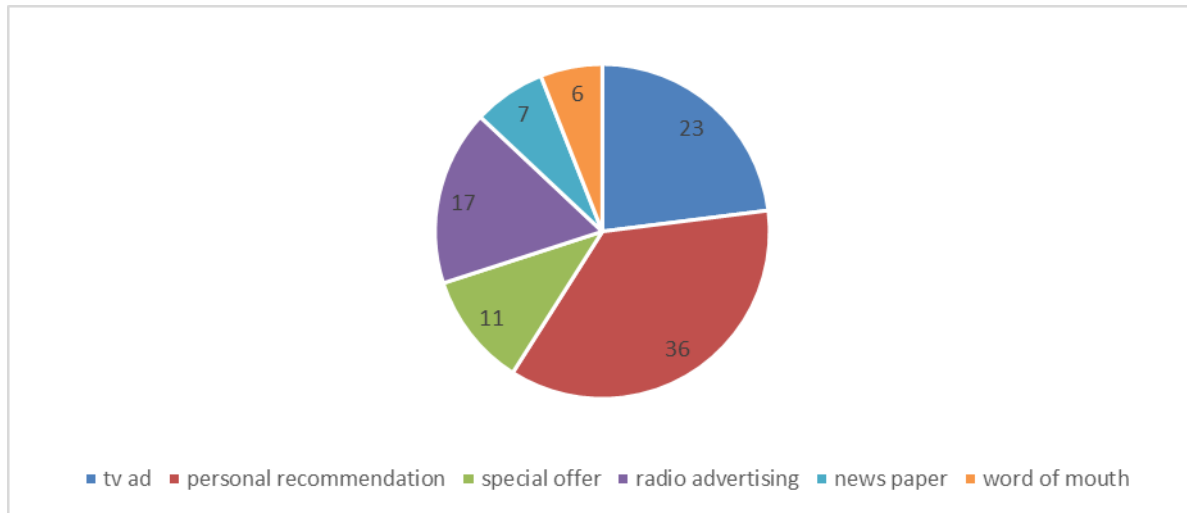
2. Have you ever purchase product of Hindware?

Yes	77
no	23



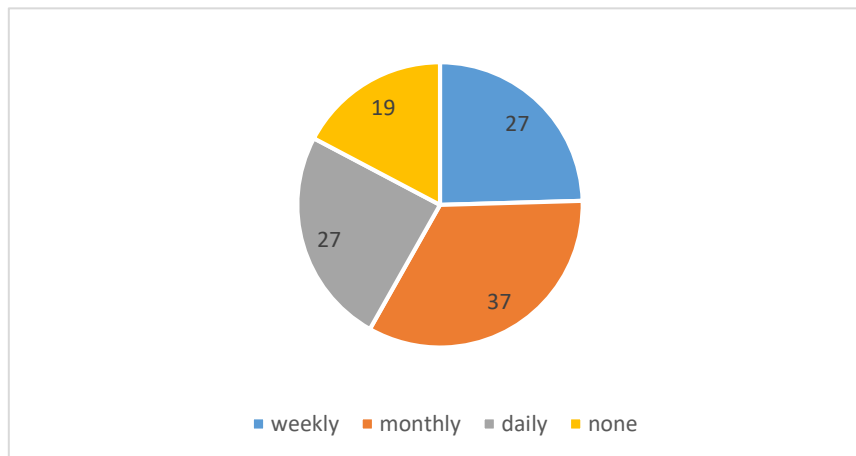
3. What helps you to decide which product of hindware you purchase?

Tv ads	23
Personal recommendation	36
Special offer	11
Radio advertising	17
News paper	7
Word of mouth	6



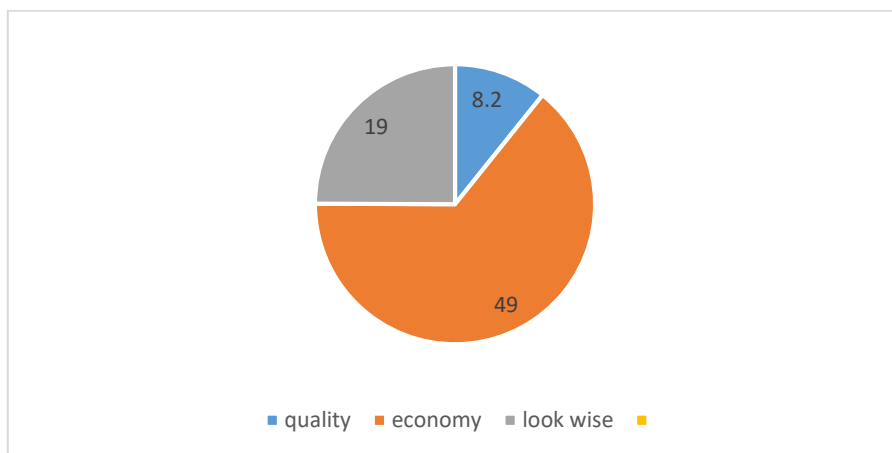
4. How frequently do you see ads of hardware product?

Weekly	27
Monthly	37
Daily	27
none	19



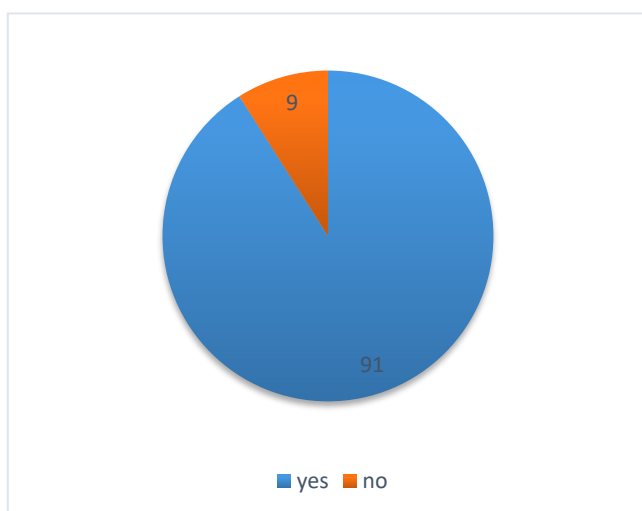
6. For which one of the following purpose you visit in your product?

Purchasing brand goods	57
Local goods	23
Gathering information	11
others	9



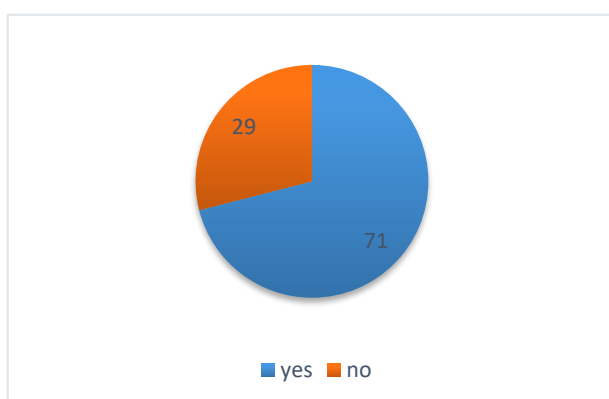
7. Are you satisfy with hindware?

Yes	91
no	9



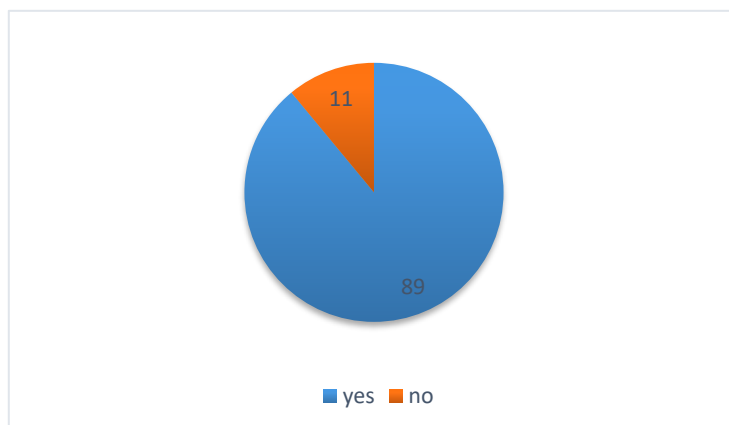
8. Do according to you hindware product have changed the consumer behavior towards hindware product?

Yes	71
no	29



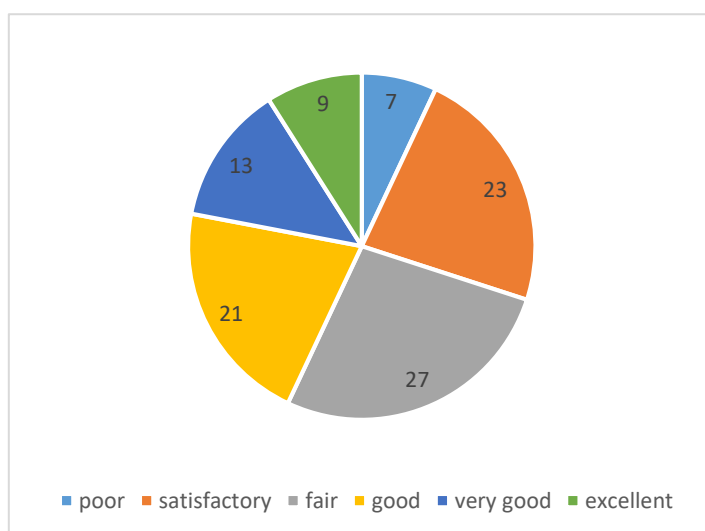
9. Do you suggest hindware products to others?

Yes	89
no	11



10. How will you rate your present hindware product performane?

Poor	7
Satisfactory	23
Fair	27
Good	21
Very good	13
excellent	9



## **FINDINGS**

- 87% respondent said that they have idea of purchasing hindware.
- 77% respondent said that they have ever purchase product of hindware.
- 23% respondent said that they decide to purchase the product of hindware by TV ads.
- 25% respondent said that they have seen ads of hindware products weekly , 33% monthly, 25% daily and 17% none.
- 57% respondent said that they have purpose to visit product purchasing brand goods
- 32% respondent said that they have attractive features that buy hindware product quality, 49% economy and 19% lookwise.
- 91% respondent said that they are satisfied by hindware.
- 71% respondent said that hindware product have changed the way the consumer behaviour towards hindware products.
- 89% respondent said that they suggest hindware to others but 11% said no.
- 7% respondent said that they rate your present hindware product performance poor, 23% satisfactory, 27% fair, 21% good, 13% very good, and 9% excellent.

## **SUGGESTIONS AND CONCLUSION**

### **SUGGESTIONS**

The suggestions are:

- The brand loyalty for more hindware can be increased if the quality and appearance of the products are given due to attention
- The switch over of the customers can be prevented if more of new products are launched more frequently like other competitors which launches new products with slight variations from the previous
- Price is needed to be reduced as customers prefer to buy low price products
- In different seasons discount and offers must be given to attract more potential customers.
- Quality are good but can be more better

### **CONCLUSION**

This report comes to the following conclusion:

- The customers of hindware are brand loyal with only a small percent want to shift over to other brands , trying of other brands by customers is mainly because the customers wants to try something new.
- The performance of hindware is fair in comparison to other pro brands.
- Economy is the basic feature influencing to build brand image.
- Due to high brand loyalty the customers of hindware recommend its products to others.
- The customers are satisfied with the product range of hindware.



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