

HSIL Ltd. invests INR 160 crores in new pipes manufacturing plant in Telangana; launches TRUFLO by Hindware

- *Hindware Pipes aims at being among the top 4 brands in the country in the next 5 years*
- *HSIL to emerge as a comprehensive bathroom solutions provider with TRUFLO Hindware*

Hyderabad, 22nd January 2018: HSIL, India's leading Sanitaryware Company, and makers of the iconic brand Hindware have ventured into the household plumbing pipes segment with the inauguration of their manufacturing facility in village Isnapur, District Medak, Telangana. The move is aimed at providing integrated solution for home building, enhancing customer convenience, facilitating cross-sale and extending the existing building products distribution chain to the hardware channel distribution chain for the pipes sub-segment.

The HSIL plant in Isnapur, Medak is the first of its kind manufacturing facility in the state and currently has a total production capacity of 30,000 metric tonnes with plans to scale up the production capacity to up to 60,000 MT by 2020 in order to emerge as a key player in the CPVC and UPVC pipes and fittings segment. This plant is the epitome of the best manufacturing practices accumulated and market understanding from HSIL's existing operations.

The plant will manufacture all types of CPVC and UPVC pipes and fittings, suitable for potable water transportation, water harvesting and sanitation applications, primarily in building construction segment. With the inauguration of the manufacturing plant, HSIL will be the exclusive company in India that offers integrated homebuilding solutions through product offerings such as plumbing, sewerage, sanitation, and underground drainage, besides the existing products in sanitaryware and faucets segments.

At the plant inauguration, **Mr. Sandip Somany, VCMD, HSIL Limited** said, *"Venturing into pipes segment is a natural extension of our portfolio of bathroom product streams from 'front of wall' to 'behind the wall'. We aspire to be among the top 4 brands in the country in the next 5 years and are confident of achieving this given that we plan to expand our pipes business by leveraging our current brand, sales and distribution network."*

Mr. Rajesh Pajnoo, President, HSIL Pipes Division, HSIL Limited, said *"We are extremely excited to launch our manufacturing plant in Isnapur, Telangana. To ensure product and technological supremacy we have entered into an alliance with Japan's Sekisui Chemical Co. Ltd. which is a 70 year old \$9-billion turnover company, for the supply of chlorinated polyvinyl chloride (CPVC) compound under their brand name Durastream, which is NSF certified. We are confident that our legacy of over five decades and this strategic partnership will enable us to provide better quality heat-resistant pipes and fittings and offer best in class products to the Indian market."*

The Indian market size of the Indian PVC pipes and fittings is poised to grow at a double-digit CAGR over the period 2015-20 and is projected to reach an estimated INR 327 billion by FY2020. This remarkable growth is going to be driven by the expansion of housing sector and increasing water sanitary

management. Rising demand from construction sector and increasing recognition among people regarding the benefits of PVC pipes will further fuel this demand.

With a cumulative investment of INR 160 crores, HSIL Pipes Division currently employs more than 200 people in the workforce. The manufacturing facility is also compliant with the green building norms laid down by IGBC and is capable of providing higher yields over the prevailing industry benchmarks.

About TRUFLO by Hindware:

Hindware Pipes are being launched under the Brand name – TRUFLO by Hindware. The brand name is an embodiment of the trust that consumers and influencers have on the Hindware brand name, hence the assured quality of the products. The initial product line will consist of: CPVC Pipes & Fittings - for hot & cold water application, UPVC Pipes & Fittings - for cold water application, SWR Pipes & Fittings - for sanitary waste water & ventilation application and PVC Pressure Pipes & Fittings - for potable water distribution.