



RAJESH MEHRA
DIRECTOR & PROMOTER
JAQUAR GROUP

JAQUAR GROUP

capitalizing expertise and passion to offer a comprehensive range of unparalleled bathing and wellness experiences

'Our passion for manufacturing, and determination to evolve and stay ahead enveloped with pioneering thinking, continuous technical up-gradation and a future-oriented outlook, helped the brand garner the Brand of the Year position today. And, there could be no better validation of our approach to excellence.'

Rajesh Mehra - Director and Promoter, Jaquar Group

Flourish Today - The CEO Magazine

In 1960, six decades ago, a visionary took the entrepreneurial plunge along with a friend to start ESSCO from Delhi. Among the few pioneers to create a brand in a highly unorganized segment, N.L. Mehra faced an uphill task in changing the mindset of people considering that bathroom fittings were sold as a commodity and no one saw the value of a branded product and turned the stones with his brand ESSCO.

The largest player in the country's bath-fitting market was inception with humble beginnings in Delhi with the flagship brand ESSCO (value) for the affordable value segment. Since then, a lot has changed as Jaquar encapsulated premium brand Jaquar (1986), luxury brand Artize (2010) respectively, and Jaquar Lighting (Complete LED Lighting Solution segments, under the supervision of Rajesh Mehra, Director and Promoter of Jaquar Group who joined the family venture in 1978 and became responsible for portfolio expansion and growth.

The leader continued the legacy of the self-reliant brand which moved towards revolutionizing the bath fittings market with the launch of an advanced flush valve, demonstrating superior engineering, and making Jaquar the largest-selling brand today offering 'complete bathroom and lighting solutions' across value, premium and luxury segments.

Not just a front-runner in India, but overseas too, Jaquar Group's global footprint is in more than 60 countries across Europe, Middle East, Asia-Pacific, Africa and the SAARC region, from 6 state-of-the-art manufacturing units in India (including 1 in South Korea), spread over 3,29,000 sq. m. equipped with modern machines and processes, a

well-timed investment; to their R&D team, focused on being relevant; their man-machine combination to achieve excellence, the most superior quality of product finish, and surpass global standardization guidelines.

CONTINUING THE LEGACY OF N.L. MEHRA

"Started by our father on the sole capital of hard-work and determination, Jaquar Group has certainly come to a long way adding our value system which has fuelled the growth of the brand has pivoted on the passion for people and relationships, commitment towards making the best quality products and integrity," Mr. Rajesh Mehra shared.

Rajesh Mehra, as Director and Promoter of the biggest players in the Indian sanitary ware segment Jaquar Group and its more than 10,000 professionals from the forefront, Rajesh Mehra has been a core part of the expansion of the brand geographically and in terms of a deeper portfolio to cater to various segments of the bathroom and lighting solutions industry through the following brands.

With Artize, among India's leading statement luxury bath and sanitaryware brand known for creating one-of-a-kind masterpieces, the brand offers the most aesthetically stunning and aspirational yet functional collection of faucets, showers, sanitaryware and wellness products while maintaining new benchmarks with its elevated designs that enlighten and transform the everyday bath experience to a relaxing and indulgent ritual.

Jaquar, is a brand which caters to premium segment as the group evolve into a 'complete bathroom solutions' enterprise and successfully diversified into various bath verticals like sanitary ware, shower enclosure, water heaters,