

GROWTH BRAND JOURNEY

JOURNEY TO BUILDING A RS 500 CR. BRAND

Bath-fitting brands have always been more about functionality and less of luxury and aesthetics. Incepted in 1986, Jaquar singlehandedly revolutionized the concept. From designer shower closet to high-end whirlpool to saunas, Jaquar is now moving towards building smart living spaces rather than simple bathroom setups.

By Saanchal Ghosh



Jaquar was launched, named after its founder's mother Jai Kaur. "As the economy was growing, the country saw birth of the urban class. We kept changing with the rising customer aspirations. Even the logo today looks much younger," says Rajesh Mehra, Director, Jaquar (NL Mehra's son).



Moving its positioning from functionality to luxury, Jaquar changed the way people looked at bath fitting products through constant innovation and smart advertising "We singlehandedly created aspiration in this category," Rajesh says.

In a first, it launched a TV ad. "It really caught people's imagination that even a tap can have a good design," Rajesh adds, who joined the company in the same year.

Essoo was the first to bring the warranty factor for such products that were widely produced and distributed locally.



NL Mehra comes to settle in India from the undivided part of Pakistan; realizes the opportunity in essential product space in the partition-torn country. Starts bath fitting range Essoo.



1986



Launch of luxury brand Artize targeting the neo-rich Indians. "From here on, we started adding a new category every year," Rajesh further adds.



2001

As many as 22 Jaquar 'Orientation Centres' were launched across the country, which is mostly large display of bathroom setups, giving the customers idea about their products. Introduced lighting division.

2016

Roped Deepika Padukone as the brand ambassador for the lighting division.



2018

The company has presence in 40 countries and is expecting over three-fold jump in its international sales to 550 million in 2018-19. The third generation Ranbir and Parichay Mehra joined the group.