

PARRYWARE

The company that's always in fashion, the company that is the leader of sanitaryware brand in India—Parryware prides itself with the trust of millions of customers across the country.



Parryware, the leading manufacturer of sanitaryware and Faucets products in India providing complete bathroom solutions, serves as the flagship brand within the Roca India portfolio. Roca Group, a Spanish conglomerate is a global leader in the bathroom industry. Since its inception in 1952 under EID Parry in Ranipet, the brand has evolved significantly. In 1980, the Murugappa group took over Parryware, ushering in a new era for the company. Today, Parryware continues its legacy of delivering top-notch bathroom solutions to customers worldwide. In conversation with **Mr. Parveen Khurana**—Director (Sales, Marketing & BD) Roca Bathroom Product Pvt. Ltd., we find out how Parryware remains a trendsetter and the leading sanitaryware brand in India.

Please tell us about your background and your journey in the bathroom/sanitaryware industry?

After earning my B-Tech degree from REC Calicut and completing my MBA from I.M.S.A.R.

MDU Rohtak, I embarked on my professional journey with a strong determination to leave my mark in the corporate world. This expedition has been both gratifying and rewarding. For nearly two decades, I have devoted myself to unwavering hard work, covering various regions of the country. This remarkable journey involved extensive travel, during which I spent 12 months visiting approximately 1500 hotels. I found myself on the road for 15 days every month, sampling three meals a day at different locations. Despite the challenges, this endeavor proved both strenuous and fulfilling. I firmly believe in the importance of continuous learning for professional growth. With each new role, I prepared myself diligently, ensuring I was always ready for the challenges ahead.

What changes have occurred in the Parryware Sanitaryware business over the years, and what is the company currently emphasizing on?

The sanitaryware category has transcended beyond mere basins, WC's, and taps, evolving into a holistic bathroom experience that seamlessly integrates with the essence of home. Today, a bathroom is more than just a functional space; it embodies personal sanctity. Parryware's ground breaking campaign, 'YouRooms,' encapsulates this sentiment, celebrating the individuality of its patrons. This initiative redefines our relationship with bathrooms, unveiling them as hidden sanctuaries within our homes – places where authenticity thrives. Far beyond utilitarianism, this campaign delves into the depths of our most private spaces, acknowledging the unconscious behaviors we all share but seldom discuss. In 'YouRooms,' the ordinary bathroom becomes a prism through which our most authentic selves emerge. Within these walls, we find solace from judgment, a canvas for raw emotions, and a sanctuary where imagination knows no bounds. Parryware's 'YouRooms' captures these moments, inviting you to escape reality



briefly and embrace the truest version of yourself. After all, in the realm of 'YouRooms,' authenticity is the ultimate fashion statement.

Could you elaborate on how technology has influenced the bathroom and sanitation industry, and how Parryware is adapting to these advancements to stay abreast of the latest trends?

The evolution of technology has significantly transformed how products are designed, manufactured, and experienced by consumers. At Parryware, we recognize the importance of staying ahead in this dynamic landscape, adapting to these changes to maintain our position as a leading brand. One noteworthy impact of technology is the rise of intelligent and interconnected bathroom solutions. We understand the growing demand for smart and convenient products, prompting us to invest in research and development to seamlessly incorporate these technologies into our offerings. Our product range now includes smart toilets, sensor-based faucets, and other connected devices that enhance functionality, efficiency, and hygiene in the bathroom.

How does Parryware undertake product development to ensure its offerings align with customer needs and market demands?

Parryware's product development strategy revolves around comprehending the requirements of both our customers and the market, ensuring the creation of offerings that deeply connect with them. Our approach is deeply customer-centric, involving thorough research, collaboration, and continuous feedback processes. We kickstart this process by conducting extensive market research, delving into the latest trends, emerging customer preferences, and market requirements. This involves studying industry reports, analyzing consumer behavior, and engaging in market surveys and focus groups.

How does the brand Parryware ensure that its products are environmentally

Parryware believes in consumer education, providing materials and resources to raise awareness about sustainable practices and encourage environmentally friendly choices in the bathroom.”

—**PARVEEN KHURANA**
Director (Sales, Marketing & BD)
Roca Bathroom Product Pvt. Ltd

friendly and sustainable?

The brand meticulously selects materials with minimal environmental impact, favoring eco-friendly options that are recyclable and reduce the use of harmful substances. Parryware prioritises water conservation, evident in their product designs that incorporate water-saving features such as

dual-flush toilets and low-flow faucets. Energy efficiency is also paramount, with sensor-based solutions that optimize energy usage by activating and deactivating water flow as needed. The brand upholds responsible waste management practices, minimizing waste generation during manufacturing and promoting recycling and proper product disposal. The brand actively pursues recognized environmental certifications to validate its sustainable practices. Additionally, Parryware believes in consumer education, providing materials and resources to raise awareness about sustainable practices and encourage environmentally friendly choices in the bathroom.

What advice do you have for individuals who are interested in pursuing a career in this industry and aspire to become a leader?

I would advise all young individuals to love their jobs and pursue their passions wholeheartedly! 🌱

