

## Uptick in Demand

Rapid urbanization, higher purchasing power, and greater awareness about lifestyle products are driving demand for modern building products. The upscale residential, office and commercial spaces with sophisticated interiors, ultra-modern airports and shopping malls, along with modernization, renovation and upgradation of large institutions and public and private buildings, are propelling demand for premium building products and coordinated accessories. Strategic partnerships and collaborations with architects and builders by manufacturers are helping them gain a competitive edge.

**Sanitaryware & Bathroom Fittings:** From functionality to stylishness, the sanitaryware and bath fittings segment is seeing manufacturers launching innovative new products with attractive designs and features, including high-end European imports brands to cater to consumers looking for 'designer' bathrooms. Many manufacturers are offering total solutions from products to fittings and in-store virtual experiences for customers to visualize what their bathrooms would look like. Innovations are being seen in integrating water conservation technology in the flushing and other water delivery systems; greater hygiene through touch-free, sensor-based controls; and creative use of lighting for the desired ambience.



GRAFF Storm Black marble



Opulent faucets, tub fillers and shower components epitomizing luxury by GRAFF