

# Parryware targets youth with new Bluetooth shower speaker

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People who like to enjoy their music at all times, even in the bathroom, are always worried about accidentally damaging their mobile phone while trying to play their favourite songs on it. But they need not fret anymore, thanks to a new Bluetooth overhead shower speaker from Parryware.

The new Bluetooth overhead shower speaker is part of Parryware's Artitude (Art+Attitude) collections targeted at the youth, said KE Ranganathan, MD, Roca Bathroom Products Pvt Ltd of Spain's Roca Group, which owns Parryware.

Parryware is known for its innovative sanitaryware products. It was the first to launch scented and glowing toilet-seat covers.

## 'Fun' products

These, and the Bluetooth speaker shower, are not



The Bluetooth speaker can also be detached from the overhead shower. BIJOY GHOSH

volume-based offerings, but 'fun products' launched to create excitement among consumers — especially among the youth — to boost the image of the brand, he told *BusinessLine*.

Priced at ₹5,750, the Bluetooth shower speaker can be detached and used as a standalone speaker.

There is a microphone to answer calls, which is fully assembled in China and has undergone random testing in India, he said.

"Our research team did a

lot of study before we decided to launch the product. There is no other competing product in the organised sector," he added.

Ranganathan expects to sell around 1,000 units of Bluetooth speaker showers each month, as the company has around 400 high-end showrooms where 2-3 units can be sold easily.

The product was first launched in Chennai last week, and the company plans to offer it in Delhi next.

It will be rolled out in other major cities in phases, he said.

The organised sector accounts for ₹1,700 crore of the ₹3,500-crore Indian sanitaryware market. The unorganised players account for the rest.

The market size of the premium segment of the organised sector is pegged at ₹350 crore, Ranganathan said.