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Parryware targets youth with new Bluetooth shower speaker

BY GANESH SIVARAMAN ON JUNE 19, 2019

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 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.