

Sanitaryware major brings plumbing pipes to Chennai, eyes Rs 50 cr in 2 years

CHENNAI: Parryware has expanded its household plumbing pipe offerings to Chennai and other parts of Tamil Nadu.

After gaining a foothold in the two markets - Madurai and Tirunelveli, where it launched cPVC (Chlorinated polyvinyl chloride) pipes in its product portfolio in December'18, Parryware chose to enter the metro.

Now, it expects its new category to fetch it 30 per cent share in two years, that will mean a revenue of Rs 50 crore and 5 per cent contribution to the company's total revenue.

KE Ranganathan, MD, Roca Bathroom Products, said its flagship Parryware brand had already garnered 10 per cent market share in the two markets. "Our test marketing in these smaller regions prepared us to enter Chennai, the biggest market - pegged at Rs 125 crore of the Rs 200 cr organised cPVC and uPVC

(unplasticised) category," he said, noting that the behind-the-wall piping business is

estimated to be Rs 5,000 cr market, of which organised players constitute Rs 3,000 cr. Ashirvad Pipes, Astral Poly Technik, Finolex and Supreme Piping are the four key players in this emerging segment.

According to him, this is a bigger category, growing 15 per cent higher than sanitaryware segment that is seeing 7-8 per cent growth. "As a san-

itaryware brand, we have bucked the industry, coasting with a 20 per cent growth.

The new category will be the growth driver for us. By end of this quarter, we will be covering TN, and one more quarter thereafter, is needed to stabilise our business," he said, adding the target is to have a Pan-India presence by 2020.

Parryware has a collaboration with a vendor for sourcing the product. The raw materials including brass and extrusions coming from France and Italy. "We have enough capacity to ramp up fast as the vendor pact comes with our assurance of taking up the entire production," Ranganathan said.



KE Ranganathan