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Jaquar's Innovations That Get Indulgence To Meet Sustainability

The bathroom has become a haven of relaxation, renewal and indulgence. Parvez Amin tells us how Jaquar is meeting that purpose using the best of eco-conscious technology.

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Rising disposable incomes and a growing focus on sustainability have caused the Indian bath and lighting segment to evolve. Consumers want to know they're getting the most tech-savvy and indulgent bathroom fittings that are also energy efficient and water saving. Meeting consumers where they are, Jaquar's range is flooded with faucets, IoT-enabled showers, automated lighting and heat pumps. Parvez Amin, President at Jaquar Group, takes us through the many trends shaping the industry.

Bathrooms are no longer viewed as merely functional spaces but as areas of personal relaxation and wellness. Consumers are increasingly seeking high-end wellness solutions like rain showers, whirlpools and sensor-based faucets that elevate their bathing experience. Similarly, designer lighting fixtures and smart lighting solutions are becoming more popular, enhancing the ambience of modern homes.

"We are witnessing a shift towards modular designs, spa-like experiences and colour-coordinated themes. Consumers are also opting for ambient lighting solutions that enhance the aesthetics of their interiors," says Amin. The rise in luxury home renovations and smart home integrations is further fueling this demand, making premium bath and lighting solutions an essential part of modern living spaces.



Easy Commerce

FPJ Shorts

Amin points out that while global brands have made their mark in India, there is a strong preference for high-quality, stylish and cost-effective solutions from Indian manufacturers. "Consumers trust Make in India products that balance affordability with world-class design," he explains.

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The rise of e-commerce platforms like Amazon and Flipkart has further influenced consumer behaviour, with more people researching products online, comparing designs and leveraging virtual showrooms and augmented reality (AR)-based product trials before making a purchase.

Beyond just product selection, customers now expect seamless installation services, extended warranties and comprehensive post-purchase support. In this scenario, companies that offer free consultations, home demos and professional installation assistance have a competitive edge in this evolving market, explains Amin.

Consumers have become increasingly environmentally conscious, which has led to higher demand for water-saving faucets, low-flow showers and LED lighting solutions. The company has also incorporated flow restrictors, aerators and dual-flush systems into its products to promote water conservation. Their lighting too is built to be energy-efficient. "Our 'Eco Flow' faucets help reduce water consumption by up to 60%, making sustainability a practical choice for consumers," Amin highlights. As concerns around water scarcity grow, the demand for such eco-friendly solutions is expected to rise exponentially. On the back-end, their manufacturing plants are designed to be energy-efficient, incorporating solar power and rainwater harvesting systems.

Tech Transformation

With smart homes becoming more mainstream, there is a growing demand for intelligent bath and lighting solutions. Sensor faucets, digital showers and voice-controlled LED lighting are gaining popularity among urban consumers. IoT-enabled smart lighting systems that adjust brightness and colour temperature based on moods and settings are transforming modern homes. "Jaquar is continuously innovating to keep up with these trends, ensuring that our products align with the needs of the future," says Amin.

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Jaquar's demand is not limited to metropolitan cities but has expanded across Tier-2, Tier-3, and even semi-urban and rural markets. The Jaquar Group has strategically positioned itself to cater to various socio-economic segments through its three brands: Artize in the luxury category, Jaquar in the premium category and Essco in the value category.

While metro cities exhibit a strong demand for premium and smart bath solutions, driven by luxury real estate projects and high-end residential developments, Tier-2 and Tier-3 cities are seeing an increased preference for premium-quality yet affordable products.

"We are witnessing a shift in homeownership trends, with more people in emerging markets investing in quality bath fittings and designer lighting. Our Essco and Jaquar mid-range collections are particularly popular in these regions," says Amin.

Semi-urban and rural areas, on the other hand, prioritise functionality and water efficiency. With government-backed housing schemes, smart city projects and rural electrification, the demand for cost-effective, water-saving and energy-efficient products is on the rise. There, the brand's efficient water heaters, solar-powered lighting and water-saving fixtures are becoming essential additions.

Mastering Engagement

Jaquar has successfully built a strong presence across multiple consumer touchpoints, ensuring that its offerings are easily accessible and well understood by customers. One of its most effective strategies has been the establishment of Jaquar Experience Centres in major cities, allowing consumers, architects and designers to engage with their products firsthand. These luxury centers provide live demonstrations of smart bathware, wellness solutions and LED lighting, enabling customers to make informed decisions.

The brand's robust digital and social media presence further strengthens its consumer engagement strategy. Through social media, informative content, expert tips and virtual product walkthroughs are shared with audiences. The use of AR and VR tools on their website also allows customers to visualise how products fit into their spaces.

Additionally, Jaquar's extensive retail network and well-trained dealers offer live product demonstrations, expert guidance and installation support. Roadshows and product showcases in Tier-2 and Tier-3 cities help the brand reach emerging markets.



Fitting Solutions

The growing demand for smart homes, luxury wellness experiences and eco-friendly products is expected to drive the next phase of growth for the brand. As consumer preferences shift towards smarter, more sustainable and aesthetically appealing choices, Jaquar will remain a market leader in bath and lighting solutions. "Our vision is to offer products that blend luxury with efficiency, ensuring that every home can experience world-class bath and lighting solutions without compromising on sustainability," concludes Amin.