

Jaquar eyes 25% growth to touch ₹3,000 cr next year

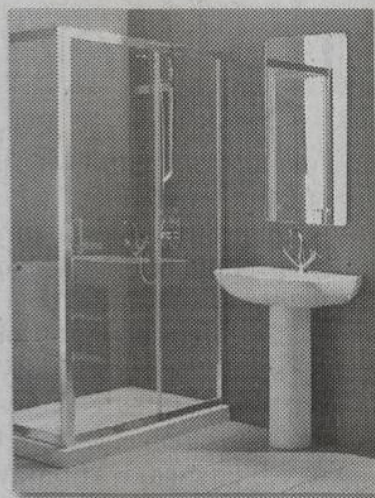
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BATH fittings and sanitary ware major Jaquar Group is eyeing over 25 per cent growth in its turnover to touch Rs 3,000 crore next fiscal as it expects incentives for the realty sector announced in Budget 2016-17 to fuel demand.

The group is also revamping its value segment brand, Essco, to offer "complete bathing solutions" in order to tap tier II and III markets, besides seeking to grow its traditional luxury and premium range of products.

"With the new incentives and initiatives which the government has announced, the industry should bounce back. Next year, we are expecting to touch Rs 3,000 crore," Jaquar Group director and promoter Rajesh Mehra told PTI.



In the ongoing fiscal, the group is expecting to close at Rs 2,350 crore, he said. In Budget 2016-17, finance minister Arun Jaitley proposed an additional Rs 50,000 deduction on interest on loans for first homebuyers and tax incentives on development of affordable housing, besides exempting REITs from dividend distribution tax.

The minister also exempted from service tax the construction of afford-

able houses up to 60 sq metres under any scheme of the central or state government, including PPP schemes. Real estate sector, particularly housing segment is facing a huge slowdown for the last 2-3 years, resulting in a huge delay in delivery of projects to customers and piling up of unsold inventories.

Mehra said besides developed metro markets, the group is sensing a good potential in semi-urban and rural markets. "We are putting a lot of focus on development of rural markets and are revamping Essco in terms of products, design and feature and giving a complete bathing solution to that level of customer," Mehra said.

The company has created a separate team to develop and promote its products in rural markets. It is also looking for a different segment of dealers for that.