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BANTWAL RAMESH BALIGA

CEO, Watertec (India) Private Limited

Explain the concept of WATERTEC and their services. What are the various verticals WATERTEC operates in?

Watertec was founded with a mission to revolutionize the bath space replacing the conventional metal brass fittings and accessories thereby enriching the bath space with High utility, cost effective and technically superior are products. It’s a well-known global brand with strong presence in India, SAARC Countries, Middle east, African countries & south East Asia for its excellence in quality standards and has manufactured products as per customer’s needs. We manufacture premium quality engineering polymers based bath fittings, Hybrid with a combination of polymer and metal handle bath fitting, premium quality CPVC, UPVC, SWR and UPVC column pipes, stainless steel floor drains, sanitary ware for all segments.

Watertec is a One Stop Solution brand for all bathing need with aesthetically designed, hi-performing polymer faucets, Stainless steel bath faucets, showers, sanitary ware, flushing systems, stainless steel floor drain, pipe and fittings and many more products in its portfolio. We can help you select everything from Pipes, sanitary ware to bath fittings and fixtures, and take your bathroom back to the bare walls and fit it out with high quality materials that will stand the test of time.

What is your USP for a successful pitch? What are the customer preferences?

Our USP is to do what we do from our heart. At Watertec, a lot of time, energy and resources get invested in understanding the real business issues of clients. We look at the brief from various angles to actually pull out one critical business issue. We focus on providing rust free, corrosion free, leak free products which are the requirements today’s water conditions. Our ultimate goal is to bring together the best of design, engineering and world-class manufacturing practices, reflecting our philosophy of ‘Art Meets Engineering’.



Quality and design appear to be changing the dynamics of Bath Fittings market. What trends are you witnessing; Is it the design, outlook or brand?

Indian Sanitary ware industry is witnessing a boom growing at around 15% growth for the last couple of years. There are generally mixed forecasts regarding the potential for the housing market, an essential driver of replacement and new bathrooms. The baths and sanitary ware market will continue to grow over the period 2018 to 2020. The new trend is that consumers tend to associate themselves with quality and well-designed products. This has also increased the demand in the organized sanitary ware fittings products.

How do you plan the allocations across the spectrum of industries to achieve growth across sectors and segments among commercial, residential or hospitality?

To cater to the needs of various segments, Watertec has forayed into the affordable luxury segment and has newly launched the “Bath & Shower – Single Lever Concealed Diverter” in three different variants. Also have launched Wall mixers in three variants with complete CPVC body and hybrid handles to give a feel of rich looks. This is the first of the kind in the industry. The products have been designed keeping in mind the space utilisation at affordable pricing while the look and feel of the bath space is kept intact to give you a relaxing experience of the senses. The performance of the products is as per the quality standards of Watertec. Reward yourself by creating a personal space that makes a clear and confident statement with a collection that exudes luxury, quality and design elegance. Watertec is also foraying into water management system, water harvesting technology and will be providing compete water saving, water management technology in the real future.

Among commercial segments we are focussing on introducing water saving fittings of a very high Swiss technology product in India from October. We are also foraying into high luxury bath fittings in stainless steel which continues our USP of leak proof, Rust proof products for Indian market.

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Brief us about your plants and capacity. What is the current utilization? To what extent can you scale capacity in your existing units?

We presently have three plants in Coimbatore manufacturing almost 25 M pcs a year. We are almost running 95 % of our capacity and still have potential to scale another 5 % in coming couple of months. We have focused on automation of our plants and they work in two shifts. We have skilled work force which is an advantage to us. We have almost 1280 employees in the 3 units, 350 people in sales force, 33 warehouses, and 56 skilled plumbing technicians, employed directly by the company. We have the latest technology adapted in terms of machinery which ensures a quality product to be produced.

What are your key priorities as a Chief Executive Officer?

The key priorities are to work on building the brand as one of the most preferred brand in all segments of the consumers. I focus on introducing innovative products at affordable price, plan for the infrastructure keeping in mind the future growth strategy, set and chart the growth plan for the company ahead. We've setup a strong design team for our new innovative products, ramped up the production and sales teams. In sales, we've added over 80 people in the last year, and about 100 people in production and as a leader, my role is to enable them to do their jobs extremely well. Setting the right sales policy, which is largely channel partners-driven, is one of my most important activity. I am involved in all the activities in the company delegating responsibilities to my team by providing constant support in terms of innovative ideas, products and guidance to them. We believe that only team can win if they have passion and work together I am also fairly excited about the GST regime, which will certainly help us in a market that is largely controlled by unorganized players, We have also set a grand goal of becoming one of the top players in the overall segment of bath fittings in the country. And, it is this goal that creates a passion and ensures the goal is achieved. The opportunity for Watertec as one of the oldest brand player and having the largest markets share in the polymer-based segment is tremendous. I am sure we can achieve this goal through concrete efforts in the right direction.

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How is your company planning to tackle the cost-versus-quality issue in India?

Indian markets have always been cost conscious markets and companies focused on innovation have been successful to create a niche in the industry. The basic raw materials have always been on rise last couple of years. We have a focused approach in products manufacturing our costing is purely based on the innovation and R & D to work on various possibilities to improve our products ratio as well as profitability. We have developed very innovative products which would be affordable, high quality and aseptically designed products which would be now launched in couple of months. We are exactly are a company towards sustainable solutions in the building material product industry. We have always worked towards green certification. Our products as mentioned are rust free and leak free. We use aerators which consume lesser quantity of waters; our shower is so designed on the consumption of water is restricted to the minimum at the point of discharge. The goal is to deliver to end customers, what they exactly want – high quality products that last for over seven years. Our channel partners help us communicate our positioning. “I'd actually say, we look at our competition with a positive frame of mind – how do we put the Watertec Brand on par with the metal-based players? The Answer is we are at par with any metal based player in terms of quality, innovation and service.”

With respect to planning and expansion what is your vision in the next three years?

By offering unparalleled service and support, we will strive to become one of the leading one-source solutions for Bath Fittings and Sanitary ware manufacturer in India. To add on to the portfolio we are also venturing into water saving, water management solution provider shortly. The opportunity we have at Watertec is tremendous, considering we're the one of the organized player in the polymer-based bath fittings segment. Additionally, our recently launched Nickel chrome-plated bath



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fittings and many new products are one-of-its-kind in the market. We are also introducing a Swiss company in water management system and a complete solution provider for Rain water harvesting. We have ventured into sanitary ware, floor drains, column pipes and some more products in our product portfolio. We have also started producing polymer faucets in chrome finish which is completely of a very high quality and design. We recently launched exposed bath and shower mixer in CPVC which is also one of the kind in the industry. It has the latest sleek design with internal mechanisms imported from Germany and Thailand. We also have ventured in concealed shower mixer which is again the innovative products which works under low pressure and is a right for the affordable aspiring customer. These products have under gone high durability, endurance, test before they were launched in the markets. We have a robust, aggressive business plan for next three years and focusing to reach 1000 Cr. (1 billion) company by 2021. We are expanding our manufacturing capacity from October to almost 2 ½ times the present capacity. And also will be manufacturing some luxury products with the same USP of providing the customer the rust free, leak free and corrosion free products.