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## PRESS RELEASE

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### **SAINT-GOBAIN INDIA PVT. LTD. – INTRODUCES SHOWER CUBICLES, A LUXURY ADDITION TO ITS ALL NEW MYHOME RANGE**

*~ Unveils luxurious range of shower cubicles under the MyHome range with an aim to deliver products that make the world a better home for living~*

Saint-Gobain launched its premium Shower Cubicle range at exclusive functions in Bangalore and Cochin yesterday. The range will be manufactured at its purpose built highly automated & digitalized plant. The shower cubicle range is part of Saint-Gobain's My Home suite of innovative solutions for homes. MyHome solutions cover multiple applications in homes and include services from design to installation.

Today, home is increasingly becoming an integral part of our life. Bathrooms are assuming greater importance within homes. It is estimated that an average adult spends 30-60 minutes every day in the bathroom which translates to 3-4 years of her lifetime. Indians are also fond of showering and an average Indian adult takes at least one shower per day, much ahead of the other parts of the world. Thus, the bathing space is gaining particular significance in home design & décor.

Shower cubicles are an ideal solution for bathrooms as it separates wet and dry areas thereby providing safety and hygiene in addition to making the bathroom look trendy and modern. Despite these benefits, shower cubicle adoption remains low in India. Research indicates that the shower cubicle category in India has a very low (less than 5%) adoption in homes. This is primarily due to lack of awareness, absence of good quality shower cubicle system, and a deficient ecosystem to fulfil the shower cubicle requirements of home owners.

This is set to change. Saint-Gobain has launched a range of exquisite Shower Cubicles for the Indian market. The shower cubicles are custom made with over 500 designs to choose catering to a wide spectrum of bathrooms. Saint-Gobain has set up a dedicated manufacturing plant for making these shower cubicles. The shower cubicles come with a patented easy-to-clean coating that keeps the glass spotless and scale-free. The hardware fittings are made specifically to avoid being corroded keeping in mind the high levels of humidity in the Indian bathrooms. The entire process of measurement, design, manufacturing, and installation digitalised eliminating human errors and reducing timelines. Saint-Gobain shower cubicles would be available at all the leading bath and sanitary stores in Kerala, Bangalore, and the rest of the country.

Saint-Gobain also launched the MyHome website ([www.myhome-saint-gobain.com](http://www.myhome-saint-gobain.com)), a platform that has brought together all the Saint-Gobain solutions under one roof. The website not only



enables customers to find out more and enquire about these products but also allows them to build their own customised shower cubicles. cubicle

The event was graced by practicing architects/ Interior designers as well as the leading names in the sanitary ware industry from across Kerala, Bangalore, and the rest of the country. Mr. Hemant Khurana, Executive Director, Home & Hospitality Business, Saint-Gobain India, said “*Saint-Gobain’s purpose is to make the world a better home. The MyHome offering in India is our initiative to deliver products, solutions & services that enhance the wellbeing in Indian homes while partnering the customer from design to execution. The shower cubicle range we are launching is one amongst many solutions that we aim to introduce in the coming days. We will continue to invest ahead of time to build capacity, competence, and capability to deliver solutions that include windows, shutters for kitchens & wardrobes, & ready to use products like LED mirrors and glass writing boards. These products and solutions would significantly enhance the existing range that Saint-Gobain in market-leading businesses of Glass, Gyproc, CertainTeed range of roofing solutions and Weber*”.

## **ABOUT THE SAINT-GOBAIN GROUP**

Saint-Gobain designs, manufactures and distributes materials and solutions for the construction, mobility, healthcare and other industrial application markets. Developed through a continuous innovation process, they can be found everywhere in our living places and daily life, providing wellbeing, performance and safety, while addressing the challenges of sustainable construction, resource efficiency and the fight against climate change. This strategy of responsible growth is guided by the Saint-Gobain purpose, “MAKING THE WORLD A BETTER HOME”, which responds to the shared ambition of all the women and men in the Group to act every day to make the world a more beautiful and sustainable place to live in.

**€ 745 Million in Sales in 2020 (India Region)**  
**More than 167,000 employees, located in 70 countries**  
**Committed to achieving Carbon Neutrality by 2050**

**To find out more about MyHome by Saint-Gobain,**  
**visit: <http://myhome-saint-gobain.com/index.php>**