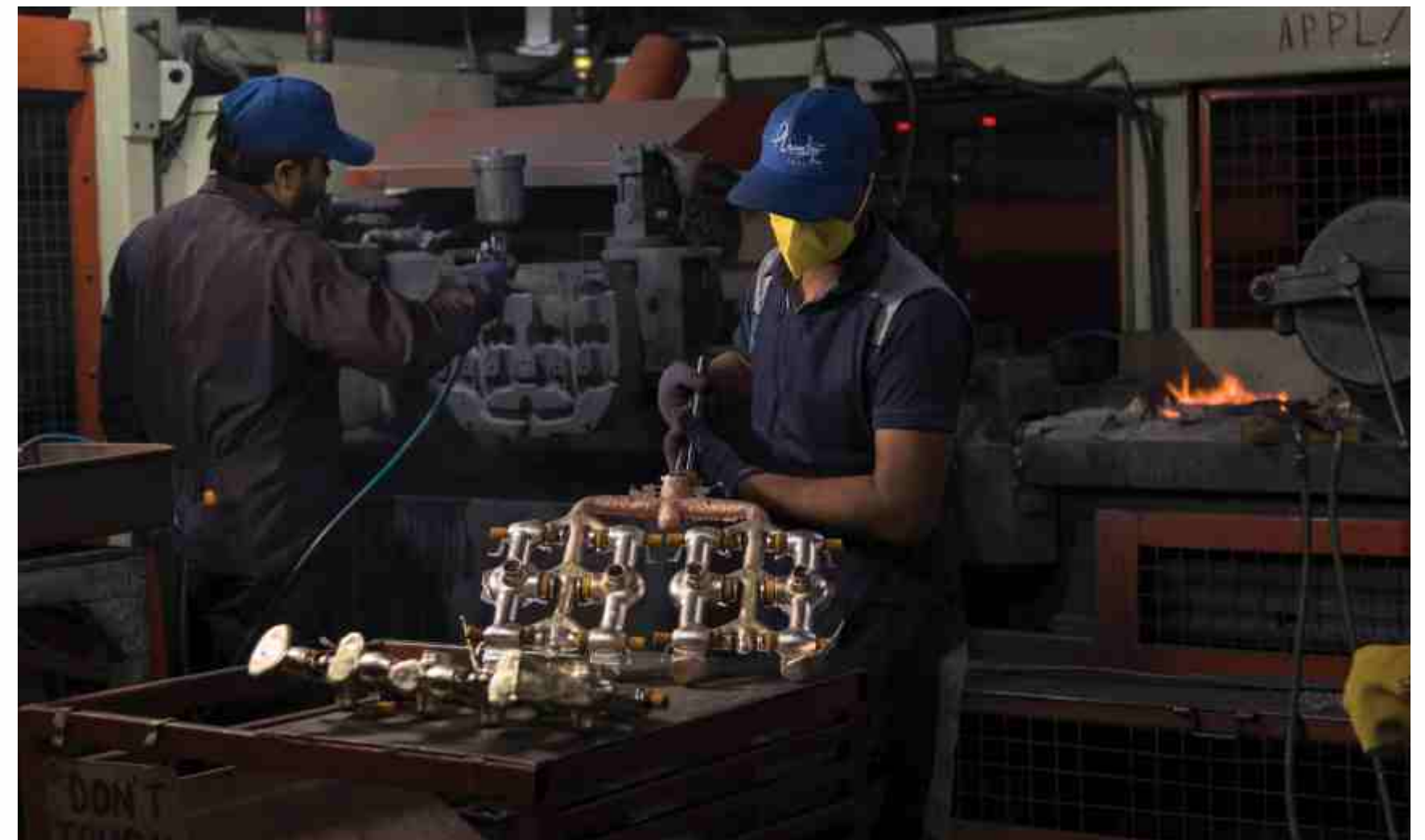


## THE WORLD OF 'PLUMBERWARE'

**Ashok Chaudhary**  
Director, Plumber Bathware



Plumbers manufacturing unit



Plumbers product display

**“Water is the most important foundation of our existence and it has the power to heal and nourish millions of lives each day”**

Increase indisposable incomes, urbanization, changes in consumer preferences and exposure to international bathroom couture has given a major facelift to the faucet and fixture industry in India. From being perceived as a basic functional product to being considered as fashion and style statement, the industry has surely come a long way. Living by the tenets that “Water is the most important foundation of our existence and it has the power to heal and nourish millions of lives each day”, Plumber Bathware within its three decades of existence has constantly been at pace with the growing technological advancements and has revolutionized the Indian plumber ware industry. Situated near the sacred Yamuna, in the holy city of Mathura, the state of art manufacturing unit spread in 19000 sq yards and landscaped by a plethora of most exuberant greens greatly exhibits co-existence of nature and technology for a sustainable living.



Sudhir and Devender



Brothers at work



**'Sincerely made and honestly sold'**

Back in the sixties when the faucet and fixture industry was at a very nascent stage, Ashok Chaudhary, a science graduate and a gold medalist from the University of Delhi, decided to return back to Mathura, the holy town that his ancestors had called home after partition and join his maternal grandfather's faucet manufacturing unit to learn the intricacies of the trade. Reminiscing about the family's pre-partition days at Rawalpindi, his forefathers 90 room magnificent haveli in Kabul, his father's job in MES (Military Engineer service) and the bestowing of the Chaudhary title, Chaudhary exclaims how the family's never say die attitude helped them to start with the humblest beginnings during post partition days.



Ashok, Sudhir and Devender

After gaining a considerable experience and managing funds for initial investment, Chaudhary started his own venture Aqua Plumbing in 1989 and launched his first product a T-handle tap to cater the rapidly growing market. Their perfect craftsmanship and distinct styling sealed with the mantra of 'Sincerely made and honestly sold' garnered a lot of attention and their company Plumber Bathware – with a generic sounding brand name 'Plumber' made an immense connection with the customers. The early days were sure not easy but Chaudhary's immense dedication backed with his sportsman spirit and his clear business policy of ethical working has resulted in remarkable growth of the company over the years. Along with his equally committed younger brothers, Sudhir, who heads sales and marketing and Devender who looks after R&D and

production, Chaudhary and his maiden company had acquired a considerable market share before heading out for company's expansion in 1990 with their second unit and yet again a third unit for manufacturing high end gold and silver plated bath wares. Known as complete bathroom fitting and water solution company, their 30-year long journey has greatly revolved around perfection, innovation, technological advancements and above all a humanitarian approach. Grounded to the principle of compassion and empathy, the septuagenarian admits that his company's manpower is one of his biggest assets and proudly mentions how almost 30- 40% of his workforce comprises of second and third generations of his employees and workers. The highly mechanized manufacturing unit houses an old fashioned manual manufacturing area too which not only serves the purpose of keeping

technologically challenged workers employed but also prevents the traditional processes from becoming a history. Proclaimed for the widest segment presence, Plumber Bathware with a turnover of 1500 million INR has 3 brands- Plumber, Aquivy and Spengler under its umbrella. Right from conventional T- handle taps to hi tech sensor taps, faucets, showers, sanitary ware, water closets, cisterns, basins and accessories. The brand has been constantly redefining bathroom décor in millions of homes across India, Bhutan, Nepal, Nigeria, South Africa, Sri Lanka and UAE. Chaudhry enumerates how following their self-generated 7Ps business mantra – passion, people, product, performance, price, positioning and policy has not only given them 4000 dealer distributors pan India but has also earned a high level of brand recognition amongst its customers. The

young brigade of Chaudharys – Jay & Karan are greatly working on the digital control taps and are all set to launch their revolutionary product – Post RO to make water alkaline, healthy and nourishing. With great devotion towards Lord Krishna and sermons of Gita, the Chaudhary family generously donates to NGO UjjwalBrij for maintaining the 14 mile (23 km) parikrama path at Govardhan and believes in the profound sense that we are humans only through humanity.



**“7Ps business mantra – passion, people, product, performance, price, positioning and policy”**