

Kohler expands footprint in New Delhi

- *Ms Laura E Kohler Inaugurates a new store in Greater Kailash- Part II*

New Delhi, January 31, 2012: In keeping with its vision to offer ‘*Gracious Living*’ to its consumers, **Kohler Kitchen and Bath India** is rapidly expanding its presence in New Delhi. The company has inaugurated a **new showroom in Greater Kailash** named ‘**Bathways**’. The store houses a variety of Kohler products such as baths, faucets, toilets, shower heads and panels across different price ranges. Located at M 52, Greater Kailash Part II, and spread over 1800 sq feet, ‘Bathways’ is Kohler’s exclusive store and was inaugurated by **Ms Laura.E.Kohler, Senior Vice President-Human Resources, Kohler Co** and **Mr. Salil Sadanandan, Managing Director, Kohler Kitchen & Bath, India.**

The new showroom has been built keeping in mind the rising demand for products with modern, aesthetic designs and multifunctional utilities. The store promises to be the go-to place for those inclined towards a luxurious and sophisticated bathing experience, well matched with durability and style.

Some of the products available at the store:

Underscore Vibracoustic bath tub, Live DTV/ DTV prompt, Empress ensemble, artistic collection, Vibrant Collection and many more....

Mr. Salil Sadanandan, Managing Director, Kohler Kitchen & Bath, India said, *“With consumers evolving across the country and New Delhi being the capital, consumers are inclined towards experiencing luxurious and aesthetically designed homes. This 25th outlet in Delhi, is designed to offer consumers a range of bathroom products that are world class and durable. The launch of this store adds to Kohler’s aggressive expansion plan in India. ‘Bathways’ brings forth the best in Kohler’s portfolio of bathroom products and offers an elevated experience to discerning consumers.”*

The store launch also marked an important benchmark in Kohler’s Stewardship initiative. As part of the corporate social responsibility program which drives community partnerships, Kohler India is associated with an NCR based NGO - Mobile Creche which works for young children of marginalized and mobile populations. The company runs a dedicated campaign to increase awareness on health and sanitation

conditions. Under the same programme, Kohler India organized a painting competition on the same theme for the underprivileged children of Mobile Creche across 5 centres in Gurgaon. This engagement helped in educating young children on the importance of keeping their surroundings clean and hygienic for a healthy tomorrow. Kids that showcased the best 10 paintings were rewarded by Ms Laura. E. Kohler at an inauguration event today.

With this latest addition to Kohler's retail vertical, Bathways brings alive Kohler's leading edge in defining standards of design excellence for consumers in New Delhi, seeking for exquisite product design artistry in bathrooms and kitchens. Bathways is open to consumers starting **January 31, 2012**. For more information and details on products, visit: <http://www.kohler.co.in/>

Kohler India

Kohler launched its innovative range of bathroom products including toilets, lavatories, faucets, bathtubs, whirlpools and showers in India in May 2006. With its headquarters based in Gurgaon, Haryana, Kohler India is expanding its operations across the country.

About Kohler

Founded in 1873 and headquartered in Kohler, Wisconsin, in the United States, Kohler Co. is one of America's oldest and largest privately held companies. Kohler is a global leader in the manufacture of kitchen and bath products, engines and power generation systems, cabinetry, tile and home interiors, and international host to award-winning hospitality and world-class golf destinations. Kohler Co. employs more than 31,000 associates on six continents, operates plants in 49 worldwide locations, and has dozens of sales offices around the globe. The company and each associate share in the mission to contribute to a higher level of gracious living for those who are touched by the company's products and services.

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