

## Kohler expands footprint in Punjab

*Inaugurates a new store in Amritsar*

**Amritsar, March 24, 2012:** In keeping with its vision to offer ‘*Gracious Living*’ to its consumers, **Kohler Kitchen and Bath India** is rapidly expanding its presence in Punjab. The company has inaugurated a **new exclusive showroom in Amritsar - ‘Bath World’**. Spreading over an area of 860 sq feet, the store houses a variety of Kohler products such as baths, faucets, toilets, shower heads and panels across different price ranges. The showroom was inaugurated by .....

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:**

DTV Prompt, Vibrant, C3, Stillness, Escalade and many more

**Salil Sadanandan, Managing Director, Kohler Kitchen & Bath India** said, “As India continues to experience a shift in focus towards aesthetically designed homes, as Kohler, it is our endeavor to bring our products to consumers across the country. With the launch of this store, Kohler continues its aggressive expansion plan in Punjab along with the rest of India. The store is designed to offer consumers in Amritsar a range of bathroom products that are world class & durable. ‘Bath World’ showcases the best in the Kohler range of the bathroom products and offers an elevated experience to the discerning consumers.”

‘Bath World’ is Kohler’s second showroom in Amritsar and is located at **SCO 93, District Shopping Centre, Ranjit Avenue, Amritsar**. The store is now open to consumers. 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.

### **For media queries, contact:**

Sakshi Mathur/ Kuheli Ray  
Genesis Burson-Marsteller  
9999007585/ 9999783541  
[sakshi.mathur@bm.com](mailto:sakshi.mathur@bm.com)/ [kuheli.ray@bm.com](mailto:kuheli.ray@bm.com)

Ananya Chatterjee  
Marketing Communications, Kohler India  
9899488902  
[ananya.chatterjee@kohler.com](mailto:ananya.chatterjee@kohler.com)