

Kohler in Bangladesh

In keeping with its vision to offer 'Gracious Living' to its consumers, Kohler Kitchen and Bath have launched their operations in Bangladesh. The company has inaugurated its first showroom in Dhaka. Spreading over an area of 2500 sq ft, the store houses a variety of Kohler products such as baths, faucets, toilets, shower heads and panels and kitchen accessories across different price ranges. The showroom was inaugurated by Salil Sadanandan, Managing Director, Kohler Kitchen and Bath, South Asia and Sub-Saharan Africa. Moshir Rahman, Managing Director of Executive Lifestyle was also present at the event.

Kohler is a global leader in kitchen and bath products. As a brand, Kohler stands for design and innovation. With a range of Artist Editions products that are hand crafted and inspired from rich cultures across the globe to a fully automated showering experience with DTV+ and differentiated colours like Black in the bathroom with the Veil wall hung, Kohler brings unique experiences to consumers every day.

The mission of our company is to enhance the level of 'Gracious Living' for everybody. Today, with more than 50 manufacturing locations on 6 continents, more than 30,000 Kohler associates are able to present the concept of gracious living in every corner of the world.

The Bangladesh market is growing in size and the plumbing market is approximately Tk 100 crores. The luxury segment is growing within the bathroom/plumbing industry. Customers are seeking international designs

in this category.

There is a growth in hospitality and high end premium residential apartment projects. All the major hospitality chains are coming up in Dhaka, Cox Bazar and Chittagong. This makes it the right time for Kohler to enter Bangladesh.

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'Executive Lifestyles Limited' is Kohler's distributor in Dhaka and establishing Kohler's first showroom. It is located at 187-188/B, Tejgaon Industrial Area, Dhaka 1208, Bangladesh. The store is now open to consumers.

The new showroom in Dhaka 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 key products to be

Kohler Kitchen and Bath, South Asia and Sub-Saharan Africa said, "We are excited to be launching the Kohler brand in Bangladesh. This is a great opportunity, and we are introducing uniquely designed, first of its kind, luxury bathroom fittings. Kohler products are as inspired by art and



available at the store will be Antilia Wading Pool, Pallene Glass Vessel, Marrakesh, Karing Integrated Toilet, River Bath Whirlpool, Laureate Iron Works Lav and Bath Tub with Final range of faucets in Oil Rubbed Bronze and many more.

Salil Sadanandan, Managing Director,

craft as they are shaped by the leading edge of design and technology. Our products are designed to enhance individual well-being and give our users an elevated experience."

For more information and details on products, visit: <http://www.kohler.co.in/>



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