



#PRESS RELEASES

LIXIL inaugurates Experience Centre in Bangladesh

Leading Japanese building materials group of companies LIXIL's first experience centre starts its journey in Dhaka. LIXIL is well known for their innovative and pioneering water and housing products. With creativity, comfort and cleanliness in focus, LIXIL aims to make better home for everyone and the experience centre depicts exactly how that can become a reality.

One of the issues with buying building materials is that we only get to see the outlook before buying. Wouldn't it be wonderful if you could see up close how all the building materials, accessories and sanitary products work instead of just watching a demo sample of the product? You could make up your mind after you have watched how they function and all the features they offer. That is exactly what this experience centre offers.

It should be noted that this facility is called an experience centre rather than a showroom. This is because everything that one sees in here are set up in the layout itself and every accessory and product have been set up following innovative architect's instructions with the best possible design in mind. Which means one can not only watch the products up close, they can experience first-hand how they function.

With all the different output combinations of the water taps to the combinations of the



hand shower or the ceiling shower or the sensor activated items, all of them are set up in here and functioning so that you can experience them up close before you decide. The catalogue library in one corner allows you to browse through all the products that are available. The overall ambience of the experience centre offers a seamless browsing experience and thanks to the clever design, the products are placed in

such manner that you can observe each one individually as well as collectively so that it is easy for you to compare them side by side.

Tilottoma Bangla group is a LIXIL official franchise in Bangladesh who inaugurated the new experience centre in collaboration with LIXIL on Saturday, 11 December, 2021. The ceremony hosted Md Jasim Uddin, President of FBCCI as chief guest. Mubasshar Hussain, President of Bangladesh Institute of

Architects, Abu Sayeed M Ahmed, President of ARCASIA and Dean of University of Asia Pacific were present as the special guest of the inauguration ceremony. CEO of Tilottoma Bangla group, Shahriar Sajjad and other prominent executives were also present at the event.

Speaking as the chief guest, FCBBI president said that, "Bangladesh is now a preferred destination for investors for conducive environment, skilled manpower and as one of the largest markets of wide consumer base. World renowned brands have already started to enter into the Bangladeshi market one by one. In continuation of that development process, LIXIL Group has also started its journey in collaboration with Tilottoma Bangla Group. We hope that LIXIL will soon set up a factory in Bangladesh to manufacture sanitary products and export them abroad, spreading "Made in Bangladesh" all over the world."

Take your time as you walk through this experience centre. Whether you know what you are looking for or are indecisive, this facility hopes to meet your needs in style.

Find them at -- Level 03, Baro Bhuiyan, Plot No 3/A (Opposite of Gulshan Club), Road No 49, Gulshan 02, Dhaka 1212.

By Ashif Ahmed Rudro
Photo: LIXIL, Tilottoma Bangla Group

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