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Roca Bathroom Products upbeat on robust growth

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The company recorded a 53% growth in 2021 amid Covid wave

Leading global sanitaryware and bathroom solutions brand Roca hopes to sustain strong double-digit growth in the Indian market with new investments in capacity and production expansion this year after achieving record growth in 2021 amid Covid-related disruptions.

Indian operations achieved their all-time high revenue in 2021. “We recorded close to 53 per cent growth. Last calendar year was the best-ever year for the company,” said K E Ranganathan, Managing Director, Roca Bathroom Products Pvt Ltd (RBPPL), the Indian arm of Spanish brand Roca.

While the company is bullish on the strong growth curve in its core businesses, it is also looking to set up a unit to manufacture pipes and fitting products to capture the growing opportunity in the Rs.1500-1800 crore market. The unit is expected to come up at its existing factory campus in Rajasthan and the investment is likely to be in the region of about Rs.50 crore. “This factory will serve the demand in northern markets, while we have been catering to the south demand through sourcing from a unit here,” he said.

Since the company is running on 95 per cent capacity for faucets, it is expected to ramp up the capacity further this year. “Overall, the company is expected to invest Rs.80-90 crore in manufacturing and markets in 2022,” said Ranganathan.

A big focus on consumers, a stronger distribution network, well-established partnerships with dealers, builders and architects, and continuous innovation in products, among others have been the key drivers of the company’s strong growth in sales. “We are not only a strong customer-oriented company but also a demand generating company. This helped us grow bigger and faster,” he said.

