

BRANDSutra

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In a fast-moving world, being proactive rather than reactive keeps a company relevant.

John C. Maxwell, Leadership Expert and Author

Bathrooms Get A Makeover

The bathroom has become a haven of relaxation, renewal and indulgence. **Parvez Amin** tells us how Jaquar is meeting that purpose using the best of eco-conscious technology.

Team BrandSutra

Rising disposable incomes and a growing focus on sustainability have caused the Indian bath and lighting segment to evolve. Consumers want to know they're getting the most tech-savvy and indulgent bathroom fittings that are also energy efficient and water saving. Meeting consumers where they are, Jaquar's range is flooded with faucets, IoT-enabled showers, automated lighting and heat pumps. Parvez Amin, President at Jaquar Group, takes us through the many trends shaping the industry.

Luxe Living

Bathrooms are no longer viewed as merely functional spaces but as areas of personal relaxation and wellness. Consumers are increasingly seeking high-end wellness solutions like rain showers, whirlpools and sensor-based faucets that elevate their bathing experience. Similarly, designer lighting fixtures and smart lighting solutions are becoming more popular, enhancing the ambience of modern homes.

"We are witnessing a shift towards modular designs, spa-like experiences and colour-coordinated themes. Consumers are also opting for ambient lighting solutions that enhance the aesthetics of their interiors," says Amin. The rise in luxury home renovations and smart home integrations is further fueling this demand, making premium bath and lighting solutions an essential part of modern living spaces.

Easy Commerce

Amin points out that while global brands have made their mark in India, there is a strong preference for high-quality, stylish and cost-effective solutions from Indian manufacturers. "Consumers trust Make in India products that balance affordability with world-class design," he explains.

The rise of e-commerce platforms like Amazon and Flipkart has further influenced consumer behaviour, with more people researching products online, comparing designs and leveraging virtual showrooms and augmented reality (AR)-based product trials before making a purchase.

Beyond just product selection, cus-

tomers now expect seamless installation services, extended warranties and comprehensive post-purchase support. In this scenario, companies that offer free consultations, home demos and professional installation assistance have a competitive edge in this evolving market, explains Amin.

Sustainable Solutions

Consumers have become increasingly environmentally conscious, which has led to higher demand for water-saving faucets, low-flow showers and LED lighting solutions. The company has also incorporated flow restrictors, aerators and dual-flush systems into its products to promote water conservation. Their lighting too is built to be energy-efficient. "Our 'Eco Flow' faucets help reduce water consumption by up to 60%, making sustainability a practical choice for consumers," Amin highlights. As concerns around water scarcity grow, the demand for such eco-friendly solutions is expected to rise exponentially. On the back-end, their manufacturing plants are designed to be energy-efficient, in-

corporating solar power and rain-water harvesting systems.

Tech Transformation

With smart homes becoming more mainstream, there is a growing demand for intelligent bath and lighting solutions. Sensor faucets, digital showers and voice-controlled LED lighting are gaining popularity among urban consumers. IoT-enabled smart lighting systems that adjust brightness and colour temperature based on moods and settings are transforming modern homes. "Jaquar is continuously innovating to keep up with these trends, ensuring that our products align with the needs of the future," says Amin.

Expanding Demand

Jaquar's demand is not limited to metropolitan cities but has expanded across Tier-2, Tier-3, and even semi-urban and rural markets. The Jaquar Group has strategically positioned itself to cater to various socio-economic segments through its three brands: Artize in the luxury category, Jaquar in the premium category and Essco in the value category.

While metro cities exhibit a strong demand for



premium and smart bath solutions, driven by luxury real estate projects and high-end residential developments, Tier-2 and Tier-3 cities are seeing an increased preference for premium-quality yet affordable products. "We are witnessing a shift in homeownership trends, with more people in emerging markets investing in quality bath fittings and designer lighting. Our Essco and Jaquar mid-range collections are particularly popular in these regions," says Amin.

Semi-urban and rural areas, on the other hand, prioritise functionality and water efficiency. With government-backed housing schemes, smart city projects and rural electrification, the demand for cost-effective, water-saving and energy-efficient products is on the rise. There, the brand's efficient water heaters, solar-powered lighting and water-saving fixtures are becoming essential additions.

Mastering Engagement

Jaquar has successfully built a strong presence across multiple consumer touchpoints, ensuring that its offerings are easily accessible and well understood by customers. One of its most effective strategies has been the establishment of Jaquar Experience Centres in major cities, allowing consumers, architects and designers to engage with their products firsthand. These luxury centers

provide live demonstrations of smart bathware, wellness solutions and LED lighting, enabling customers to make informed decisions.

The brand's robust digital and social media presence further strengthens its consumer engagement strategy. Through social media, informative content, expert tips and virtual product walkthroughs are shared with audiences. The use of AR and VR tools on their website also allows customers to visualise how products fit into their spaces.

Additionally, Jaquar's extensive retail network and well-trained dealers offer live product demonstrations, expert guidance and installation support. Roadshows and product showcases in Tier-2 and Tier-3 cities help the brand reach emerging markets.

Fitting Solutions

The growing demand for smart homes, luxury wellness experiences and eco-friendly products is expected to drive the next phase of growth for the brand. As consumer preferences shift towards smarter, more sustainable and aesthetically appealing choices, Jaquar will remain a market leader in bath and lighting solutions. "Our vision is to offer products that blend luxury with efficiency, ensuring that every home can experience world-class bath and lighting solutions without compromising on sustainability," concludes Amin.



Using The Imposter Syndrome As Creative Fuel

Contrary to popular belief, creativity isn't a constant state of genius. It's a process of showing up, doing the work and embracing every phase with humility.

What I'm diving into today is something that might resonate deeply with anyone in the creative field: "Some days you feel like a creative genius, other days you just execute the mundane." The imposter syndrome epidemic, at its core, explores the juxtaposition of our highest highs and our most routine moments in this industry.

By the time you've read this sentence, 52 people will have already pitched a concept to a client, started working on the feedback and adjusted to the ever-turning wheels of this profession. Most brands know they need agencies. Very few know what to ask them. And that's a dynamic I love, not just executing but helping brands ask the right questions.

When I started my journey, learning from scratch and going on to work with over 50+ brands and leading teams of talented individuals, I quickly realised the glamour of advertising often masks a more humbling reality. Some days are about brainstorming breakthrough ideas that redefine a brand. Others involve the painstaking effort of executing tasks that feel small but are, in fact, the building blocks of great campaigns.

This duality is what makes imposter syndrome so prevalent, and relatable, in our industry. Platforms, users, audiences, customers... we understand them because we are them. Spending more time online

than most, we've built an intangible repository of understanding what keeps us scrolling, searching, sharing and clicking. Yet, imposter syndrome doesn't discriminate. Whether you're just starting out or leading a team, it creeps in. Moments of self-doubt reveal that even the simplest, repetitive tasks or the grind of endless meetings contribute to a larger purpose. These moments ground us, reminding us that creativity isn't a constant state of genius, it's a process of showing up, doing the work and embracing every phase with humility. Agencies should cultivate a culture of curiosity, detail and bravery. It's about learning and unlearning, questioning the norms and taking bold risks. These principles guide creatives to balance the highs of innovation with the lows of routine tasks. The key is to normalise this ebb and flow, to recognise that even the smallest contributions shape the bigger picture.

The occasional crisis of purpose isn't a glitch, it's a feature of the creative process. Doubt may knock us down, but it's also where we find clarity, grow and redefine success. So, let's not take pride in the late nights, but actually in the wild ideas and even the small, mundane wins. Why? Because creativity isn't just about the destination; it's about the love we have for the exhilarating world we call advertising.

(The author is a Founding Partner at itch)



OPINION
Siddhant Sharma

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IN SHORT

WeWork files IPO papers

Coworking major WeWork India has submitted its draft papers to SEBI to raise funds through an initial public offering (IPO). The IPO will only comprise an offer-for-sale of up to 4.3 crore equity shares with a face value of INR 10 each. The book-running lead managers for the public issue are JM Financial, ICICI Securities, Jefferies India, Kotak Mahindra Capital Company and 360 ONE WAM.

Shaadi.com ad barred over false claim

The Madras High Court has temporarily barred Shaadi.com from broadcasting its widely promoted advertisement, which claims that users will find a bride or groom within 30 days and offers a money-back guarantee on the user fee if they don't. However, the actual promise written in fine print says, "If you have sent at least ten interests to members and you don't have a single acceptance within the first thirty days of becoming a premium member, we will refund your entire fee, no questions asked."

More media outlets join lawsuit against OpenAI

Media outlets such as NDTV, Network18, the Indian Express and the Hindustan Times will reportedly join an ongoing lawsuit against OpenAI associated with alleged improper use of copyright content. The media outlets are concerned that their news portals are being scraped to store and reproduce their work to users of the AI tool. The lawsuit against OpenAI was first filed by the news agency ANI last year.

Reliance to set up the world's largest AI hub

Reliance is set to establish the world's largest AI data hub in Jamnagar, with a staggering capacity of 3 gigawatts, surpassing global benchmarks. Powered by Nvidia's cutting-edge AI semiconductors, the facility aims to position India as a global leader in AI innovation. The Indian AI market is projected to reach USD 17 billion by 2030.

Tsunami Costabir

IGP or International Gifts Platform was founded in 2017 to cater to a large subset of people that live away from their families. During special occasions, everyone wants to celebrate and feel connected with their loved ones. Through the platform, IGP curates personalised gift articles, cakes, bouquets, fashion accessories and home decor. In an interview, their Founder and CEO, Tarun Joshi, tells us about the celebration-tech ecosystem and where it is headed.

Edited excerpts...

Q. Tell us about the key products that IGP sells on the platform and what are some categories that you wish to grow?

A. India celebrates about 14 festivals every year. So, all festival-related merchandise, whether it is for Lohri-Pongal, Diwali, Valentine's Day or Mother's Day, is available on the platform.

Cakes and indulgent foods, including desserts, sweets, chocolates and dry fruits, are one of our top-selling categories. We also specialise in hampers because they are a well-curated gift that combine various categories.

What we are now building out in a big way are utility products like home decor and accessories. These include desk items for your office, fashion accessories like jewellery and perfumes.

Q. What are some trends observed on the platform?

A. Increasingly, we are celebrating a

lot of occasions and special moments—you get a promotion, or your better half gets a promotion, and you want to celebrate that.

Close to 68% of the consumers are below the age of 34. This younger audience seeks both intimacy and value. So, for example, if it's a milestone celebration, like a 10th anniversary or a 30th birthday, they're looking at more premium offerings. Otherwise, they're seeking a lot more value.

There is a fair trend towards utility-driven products, which have a much longer life and serve as a memory of that moment or occasion.

Kids and pets are also two categories that have been picking up. They are very integral members of the family and people want to celebrate along with them.

There is a growth in premiumisation in both products and packaging. There is a very evolved and educated audience that sees things from around the

world and wants the latest designs in cakes and assortments of flowers.

Newness, fast commerce and fast delivery combined with utility are the major trends.

Q. Are there any particular festivals or occasions that have become important in recent years?

A. Rakhi is quite important for us because it caters to a very curated assortment. It is very compulsive and is usually always sent—so you're a sister, sending rakhis to your brothers living in various parts of the world. We are among the largest sellers of rakhis in the world. Diwali is also picking up in a very big way for us because

Making Gifting A Piece Of Cake!

New and premium products, variety within categories, personalisation and a delightful delivery experience... **Tarun Joshi** wants to perfect everything on his gifting platform.



of corporations. It's an effective way of showing partners and clients that you remember and care for them.

Q. What have been the most effective advertising and marketing strategies to reach out to potential customers?

A. We are a digital-first brand so a lot of marketing rotates around the digital ecosystem. We also do a lot of influencer activities and brand campaigns. The current brand campaign we are doing is called 'Amazing Gifts, Samay Par!'. We had a series of six films which started with Rakhi, then Diwali, birthdays, anniversaries, Secret Santa and will now end with Valentine's Day.

Q. IGP often collaborates with other brands. Do the partnerships significantly boost sales or consumer interest?

A. On our platform, we have our own brands across categories that have a strong standing like Interflora for luxury flowers and Masqa for chocolate.

amount of value addition that we do. Certain categories are hard work, like flowers. You have to tell the growers which flowers to grow, when to cut them so that they're fresh when they reach a consumer, and then build a cold chain where flowers and confectionery can be transported in the best way.

Q. IGP has recently expanded offline. Why was that necessary and what are the growth prospects in the offline space?

A. Even before we opened our first few retail stores, we were already offline due to our dark store network. A lot of consumers started walking into dark stores, requesting to buy products from there. They would also come up with requests like wanting to add in a handwritten note or another product, which pushed us to start our first set of retail stores—one each in Bandra, Breach Candy and Vashi.

When you have physical interactions with a consumer, the conversion rates are fantastic as their confidence level on a product increases substantially. From a growth perspective, we are looking at expanding our offline presence from the current 60-65 touch points including retail stores to about 200 touch points in the next two years. This would be through a combination of about 30 retail stores and 170 dark stores.

Which are the top performing cities on the platform and where do you see the most growth coming from?

A. The top eight cities constitute about 50 percent of the business and the next 20 cities constitute another 30 percent. The next 50 cities is a long tale but we're seeing a lot of growth coming from tier 2 and tier 3 cities. Cities like Amritsar, Jalandhar, Ludhiana, Chandigarh, Zirakpur, Mohali and Dehradun are fantastic cities. The aspiration levels are very high and people are looking to basically feel good about any occasion.