

## Press Information

Hansgrohe India at iDAC Expo 2020, Mumbai

### Experience AXOR and hansgrohe innovations



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From 30 Jan to 01 Feb 2020, industry professionals and design-conscious consumers will be able to discover the latest innovations by AXOR and hansgrohe at Bombay Exhibition Centre. Booth location: Hall 4, Stall D-03.

*India, January 2020.* Hansgrohe India, one of the bath & kitchen industry leaders in innovation, quality and design, announces its participation in iDAC Expo 2020, Mumbai. iDAC is a niche knowledge sharing platform that focuses on core products, services, technologies, applications, practices & processes in the Architecture, Infrastructure, Development and Construction segments. This three day event will be held from Jan 30 to Feb 1, 2020 at Bombay Exhibition Centre in Goregaon, Mumbai.

At this year's iDAC Expo in Mumbai, AXOR & hansgrohe, the two brands of the Hansgrohe Group will impact visitors with the ground-breaking product innovations. The industry professionals and design- & technology-conscious customers will be able to experience the latest launches by the two brands at **Bombay Exhibition Centre, Hall 4, Stall D-03.**

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“Hansgrohe has steadily and consistently positioned itself as a leader in innovation, quality and design”, Gaurav Malhotra, Managing Director at Hansgrohe India explains. “For decades, Hansgrohe has been delivering not just good design but beyond the aesthetically pleasing products. We think of taps and showers in a completely new dimension, adding functional value to your bathrooms and kitchens, creating an emotional experience with water. This is deeply anchored in our company’s DNA. Thus, we are presenting our product innovations at iDAC Expo where every visitor gets a chance to understand and feel the water experience with AXOR & hansgrohe products.”

### **AXOR: 25 Years of Bathroom Individualisation**

For more than 25 years, AXOR ([www.axor-design.com](http://www.axor-design.com)) has been a pioneer in the development and production of avant-garde design objects for luxury bathrooms and kitchens. The AXOR taps, shower heads and accessories embody the brand’s claim to perfection in design and function. AXOR products are created in collaboration with the world’s master minds, the best designers and architects. AXOR is an expression of personality, self-realisation and individual creativity.

### **hansgrohe: An Exceptionally Gentle Showering Experience**

With its many award-winning innovations and designs, the premium brand hansgrohe shapes the flow of water in the kitchen and bathroom – spaces where people spend the time they treasure most and experience precious moments in interaction with water. For example, in the shower, when an innovative shower spray technology covers the body with a warm and misty summer rain. This experience is made possible by a new series of shower heads, which hansgrohe will present to the audience at the iDAC expo.

hansgrohe stands for innovative solutions for kitchens and bathrooms that combine intelligent functionality, outstanding design, and enduring quality. Based in Germany's Black Forest region, the internationally active Hansgrohe Group sells premium products for showers, shower systems, bathroom and kitchen taps, and kitchen sinks under the hansgrohe brand.

hansgrohe stands for great moments with water since 1901. With its many award-winning products, this traditional brand shapes the flow of water in the kitchen and the bathroom. Because this is where people spend the time they treasure most and experience precious moments in the interaction with water.

hansgrohe stands for Smart Living applications that enrich people's everyday lives and offer them more functionality and safety in their homes.

### hansgrohe. Meet the beauty of water.



Find out more about the hansgrohe brand at:

[www.facebook.com/hansgrohe](http://www.facebook.com/hansgrohe)  
[www.twitter.com/hansgrohe\\_pr](http://www.twitter.com/hansgrohe_pr)  
[www.instagram.com/hansgrohe](http://www.instagram.com/hansgrohe)  
[www.pinterest.de/hansgrohe](http://www.pinterest.de/hansgrohe)



### iF Design Leader in the Bathroom Industry

In the current 2019 ranking of the International Forum Design (iF) of the best companies in the world of design, the Hansgrohe Group, with its brands AXOR and hansgrohe, ranks in the TOP10\* among 4,215 listed companies.

The Black Forest-based showers and fixtures specialist outperforms famous brands such as Apple, Audi or Daimler and reconfirms the company's leading position\* in the bathroom industry.

At the iF DESIGN AWARDS 2019, eight AXOR- and hansgrohe-branded products received an iF DESIGN AWARD 2019.

For further information on our design awards, please visit

[www.hansgrohe-group.com/en/about-us/claim/design/awards](http://www.hansgrohe-group.com/en/about-us/claim/design/awards).

\*[www.ifworlddesignguide.com](http://www.ifworlddesignguide.com)

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