

Somany Ceramics Inaugurates its First Exclusive Showroom in Mohali



By 121 News

Chandigarh 10th July:- Somany Ceramics Limited, one of the leaders of the Indian Ceramics industry, fortified their network presence in Punjab with the inauguration of the Somany Exclusive showroom today in Mohali. The store is strategically located at Singla & Sons, Plot No. 982-A, JLPL Industrial Area, Sector-82, Mohali, Punjab.

The showroom spread over 2000 sq. ft. was inaugurated by *Sanjay Kalra, President – Sales & Marketing, Somany Ceramics Limited*, in the presence of *Rajiv Sharma, RM-Sales, Somany Ceramics Limited*. It offers an expansive range of premier tiles, sanitary ware and bath fittings from the house of Somany Ceramics. It is the one stop place for complete home decor solutions and will cater to the existing and potential customers of the tri-cities region comprising of Chandigarh, Panchkula and of course Mohali. As a newly planned city with great architectural strength and infrastructure, Mohali has been able to reduce the housing strain on Chandigarh along with emerging as a tourist destination and an aspirational IT hub. All these factors have greatly boosted the real estate sector in the region and consequently the ceramic and sanitaryware sectors as well.

Speaking on the occasion, *Sanjay Kalra, President, Sales & Marketing, Somany Ceramics Limited*, said that Punjab has emerged as an important region for us due to the planned architectural progress the state has made. We have seen a considerable growth in the real estate segment which is reflected in the rising sales of the ceramics bath fittings and sanitaryware in the state.

He further added that with the industry rapidly evolving and adapting to the changing consumer landscape across the country, Somany Ceramics is at the forefront of providing the best in class internationally available tiles, sanitaryware and bath fittings to its patrons. This launch will help us in further strengthening our position as we aim to cater to varied customers across Tier II and Tier III towns, offering them a wide range of technology enabled designs and applications.