



The perfect flow. For life.



Plus Cistern - Product launch and rollout



Product GTM

- Key Value proposition
- Competitive benchmarking
- Pricing and launch offers
- Messaging and collaterals design
- Target markets and customer segments



Sales Enablement

- Sales training
- Selling tools: product videos, brochures, price lists, technical specifications
- In shop product displays, samples, soft POSM



Distribution KPIs

- Territory level plan for primary billing and identification of primary customers
- Secondary reach target and secondary outlets selection



Product Launch

- Pre launch buzz and internal communication
- Launch events and messaging
- Post launch testimonials, WOM/videos
- Loyalty platform buzz and offers for plumbers



Evaluation

- Sales contests
- Monthly primary sales
- Increase in reach and AOV
- Repeat billing from secondary outlets



Plus Cistern Value Proposition

1



Quality within your reach

Best in class features at an affordable price

2



High on performance, built to last

Engineered for efficient and reliable flush

3



Compact & contemporary

Modern curves, space-smart geometry, superior finish

4



Watertec Quality Assurance

Backed by rigorous in-house testing

5



6 Litres – Single Flush

Efficient flushing with optimal water use

6



2 Year Comprehensive Warranty

Complete peace of mind

Competitive Benchmarking



**Parryware – Slim
Flush/Utsav**

- 8 Ltrs Single Flush
- 2-year warranty
- MRP : 1290
- Retailer price 704
- 40% disc & Scheme (10 + 1)
- Selling price 900 - 950



**Hindware – Sleek
Essence**

- 8 Ltrs Single Flush
- 2-year warranty
- MRP : 1090
- Retailer price 654
- 40% disc
- Selling price 850 - 900



Pearl – Flo/Aqua

- 8 Ltrs Single Flush
- Front lever operated
- 2-year warranty

Flo

- MRP : 1018 (North)
- Retailer price 630
- Selling price 800 – 850

Aqua

- MRP 1069 (North)
- Retailer Price 660
- Selling price 850 - 900



Supreme Aura

- 10 Ltrs Single Flush
- 2 year warranty
- MRP : 1050
- Retailer Price : 588 (44% net)
- Selling Price 800 - 900



Regional Brands

- 8 L – Single Flush
- 2 year warranty
- MRP : 1000
- Dealer – 65% disc + GST
- Selling Price: 650 - 700

Plus Cisterns



Flushing Volume – 6 Ltrs
Tank Capacity – 7 Ltrs



What makes Watertec Plus Cisterns better than competition?

1

Better finish, High Strength & Wall Thickness than Competition; Elegant Finish for premium look in Bathrooms, modern curved design (100% virgin PP used for body whereas competition uses a mix of reprocessed material)

2

High Strength Engineering Polymer POM used for internal mechanism: Trouble free operation; Tested for over 75K flush cycles (Tests performed: Flush Endurance, Discharge Rate, Discharge Capacity, Front Thrust, Dead Load)

3

Easy to Install & easy to use: Single flush Wall Hung Cistern, 39mm Drainage L-Bend Pipe with Gasket & Installation Kit (Suitable for EWC)

4

Best in Class After Sales Support: Spares Available & Technician visit and services free of cost if any issues with cistern

2 Years Warranty!

Pricing and Launch Offers

MRP
1095/-

10 +1 FOC Scheme
Buy 10 get 1 Free

Secondary Order	Disc to Retailer
3 or 5	5%
≥ 10	7%
≥ 30	10%

FOC Primary input to be passed on as secondary scheme based on above slabs for single order

Ongoing scheme benefits

- Cisterns Target bases incentive
- Secondary Coupon Scheme
- FTS & GTI

Inagural Offers
Valid for Q1 only

Introducing Watertec Plus Cisterns.

Heavy on performance.

Light on the pocket.



WATERTEC
The perfect flow. For life.

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9

A perfect combination of great price and solid performance. Engineered for unmatched strength and durability, this series offers quality within your budget. It features the premium POM (engineering polymer) that makes the cisterns long-lasting, compact and sleek.

Watertec Plus Cisterns. Just right for your bathroom, just right for your budget!

Think beyond
the ordinary.
Think Plus.



Quality Within Your Reach
Smartly priced, with zero compromise on quality.



Eco-Friendly Design
Minimizes water wastage, maximizes savings.



Compact & Contemporary
Modern curves. Space-smart geometry.



High Performance
Engineered for efficient, reliable water flow.



Watertec Quality Assurance
Backed by rigorous in-house testing.



Built to Withstand
Tested for 75k flush cycles and impact strength.



6L Single Flush
Efficient flushing with optimal water use.



2-Year Comprehensive Warranty
Complete peace of mind.

WATERTEC
The perfect flow. For life.

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WATERTEC

Collaterals

1. Leaflet
2. Poster

Will be sent in proportion to the coverage targets

WATERTEC®

The perfect flow. For life.

**Waterline
& Sleek Cisterns,
now with**

**DURA
PRO**



Tough POM Inside
4-Year Upgraded Warranty

WATERTEC®

The perfect flow. For life.

**Regal Cisterns,
now with**

**DURA
PRO**



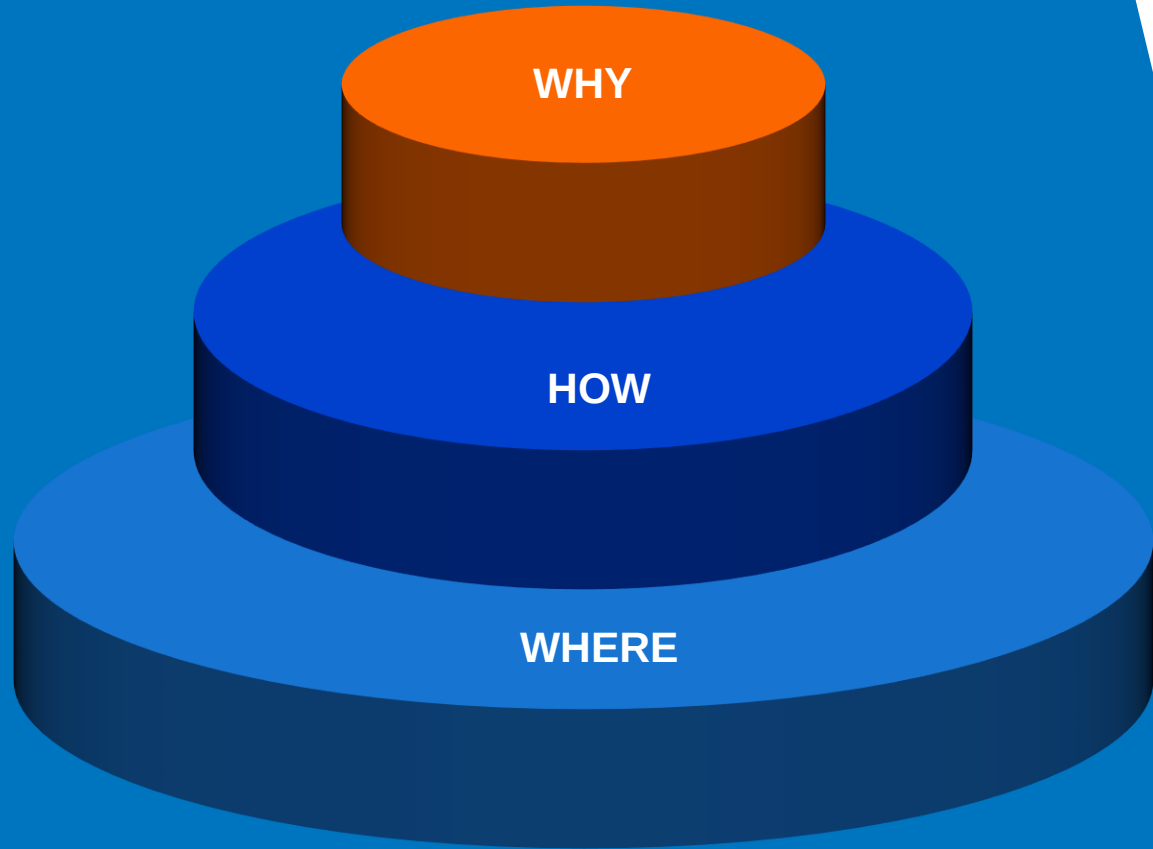
Tough POM Inside
5-Year Upgraded Warranty

Dura Pro

4 year warranty on
Sleek & Waterline

5 year warranty on
Regal

Danglers will be sent
in proportion to the
Q4 sales



Target markets and customers

- **Target:** To address **Economy Market Segment**
- **Economy Segment** is largest by volume, currently dominated by regional players and higher growth expectation with increase sanitation and water supply

- **Right to win** against **Branded Competitors** like Prayag, Supreme and Pearl will be high performance, compact design and superior finish
- **Right to Win** against **Local Brands** – Reliability, Quality and Service

- **Existing Primary Channel:** with focus on customers where cisterns billing is low
- **Secondary Focus:** B & C category Hardware outlets where our shop share of Sleek/Waterline is low

Distribution KPIs and Sales Contest

Minimum Placement Target

Developed – 20 Outlets

Developing – 10 Outlets

Minimum PDO

Developed – 3 Units

(Only for TSE ECO eligibility, Retailer shall get scheme from 5 units onwards only)

Developing – 2 Units

(Only for TSE ECO eligibility, Retailer shall get scheme from 3 units onwards only)

Actual targets as per sheet shared separately



Product Images



Pack shot



Thank you



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Corporate Office:

Puliakulam Road, Papanaikepalayam
Coimbatore 641 037

T: +91 422 4010 400 (9 Lines)

W: www.watertecindia.com

Registered Office:

No. 10/60C, Sengoda Goundan Pudur, Muthu Goundan Pudur (Post)
Sulur Road, Sulur, Coimbatore 641 402

T: +91 422 2360 989 / 2361 447-8 | 0422-2361447, 2361448

F: +91 422 2242 760 CIN: U45301TZ1995PTC006237

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