



## **COLSTON CONCEPTS - CASE STUDY**

A brand known since 2000 for providing exceptional bathing products and services, **Colston Concepts** launched the '**COLSTON EUROPEAN STAR SPA**' for the first time in the World, in **Mumbai**. From giving your body a soothing and sensual massage to giving your eyes a visual treat, the **Colston De Banos - European Star** leaves one spoiled for choices. **The largest free standing bath tub: verified by Guinness World Record UK, COLSTON EUROPEAN STAR SPA** provides an ultimate bathing experience which combines comfort with fun. Its **Jacuzzi digitally controlled systems**; feature transforms you in to another world; watch 32 inch LED television or listen to music, just program it and let yourself loose!

Latest collection of interior for Spa with fully loaded features, shower enclosures & latest range of shower panels with elite range of bright vanities, **COLSTON EUROPEAN STAR SPA** is a perfect blend of contemporary luxury and sheer richness. The multifunction **steam rooms** provide you the most comfortable sauna effect. **Steam Box** produces steam quickly and provides the best sauna effect with your favourite herbs and perfumes like pine, lime or eucalyptus. **The Computer Control System** with back light can show operating status of the steam room, monitor its functions and reflect its operation procedures on LCD. You can fully control & set up the steam, water massage, ozone sterilization for cleanliness, time, temperature, saving your favourite music channels, turner/CD, telephone, alarm regulation of nozzle for massage. The diversified preventive and curative functions in **European Star** give you a feeling of relaxation and rejuvenation.

Indulge in sublime experience of enjoyment and relaxation of whole body and mind with the best hydraulic massage in the bathtubs specially designed to allow your body turn and adjust freely in it. All functions and procedures are shown on LCD screen and can be controlled. The inbuilt music system makes bathing rhythmic and soothes your senses and nerves. The Swimming pool, VIP Room with air condition - **European Star** is a world of luxury and lavishness.

The **Colston De Banos** range also includes individual multi functions sauna & steam room, swimming pool, VIP rooms, massage bath tubs, bathroom furniture & high quality toilets. **COLSTON EUROPEAN STAR SPA** can be custom designed as per the preference of the customer. The prices are as per the sizes & specifications of Pool / SPA; it starts from **Rs. 55 Lakhs onwards**.

The expected turnover of our company this year should be targeted **Rs. 50 crores**. During last few years there is a consistent increase in our import graph. This has influenced our growth factors & made us a new entity as a trend setter in this industry. We plan to further expand the number of distributors and set bigger marketing operations in India and invest in this market. We are targeting SPA Centres, hotels, resorts, farm houses (Hospitality Division) & big bungalows as our clients.



## **Profile- Colston Concepts**

Since 2000 Colston Concepts has been a pioneer in offering its customers the latest in imported bath fittings and exquisite embellishments. An ISO:9001 certified, Colston boasts of a varied range of wellness products like imported sauna, Italian collection multifunctional steam units, bath tub with Jacuzzi digitally controlled systems, latest collections of Spa's with fully loaded features, shower enclosures & latest range of shower panels, wide range of latest W/C's & wash basin's & elite range of bright vanities. At Colston they always strive to foster an innovative and creative enterprise culture through continuous efforts in R&D. In 2005 Colston started their network all over India with an office in New Delhi and presence in all major metros through company showrooms & dealers. Their esteemed Clientele include celebrities like Bappi Lehri, Annu Malik and real estate builders like Uppal Groups, Contel Group, Omaxe, Reliable Group to name a few. The USP of Colston is quality with widest range of products to suit all, from low to high end users.

## **SITUATION**

For the very first time COLSTON was entering the woman's wear arena as well as introducing the concept of free standing bath tub. It was also the largest and approved by Guinness book of world records

## **CHALLENGES**

- Niche Product
- Few journalists with right knowledge levels

## **STRATEGY**

- Garner maximum media mileage of the launch
- Metro centric conferences
- Photo shoots with Media to unveil the new line
- Product Review
- A mass press release dissemination exercise
- Generic / trend stories
- One-on-one / transcript interviews

## **RESULTS**

Total media coverage received worth Rs. 2 crores



**ELECTRONIC COVERAGE**







## MEDIA CLIPS



पश्चिमी राश्ट्रांनंतर कोलस्टोन कन्सेप्ट्सने युरोपियन स्टार स्पा भारतात सावर केला आहे. यात युकेच्या गिनीस बुक ऑफ वर्ल्ड रेकॉर्डमध्ये समाविष्ट आधारविरहित बाथटबही आहे. त्यात डिजिटल कन्ट्रोल्ड सिस्टीम बसवण्यात आली आहे.

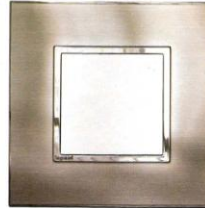
## कोलस्टोन ने पेश किया सबसे बड़ा 'स्पा'



मुंबई, का. सं. बाथ फिटिंग्स उत्पन्न क्षेत्र की वैश्विक कंपनी कोलस्टोन कॉन्सेप्ट्स ने मुंबई में अपना सबसे बड़ा फ्री स्टैंडिंग बाथ टब 'कोलस्टोन युरोपियन स्टार स्पा' लॉन्च किया है. अपनी अनोखी सुविधाओं के कारण इसे गिनीज वर्ल्ड रिकॉर्ड ने भी मान्यता दी है.

कोलस्टोन कॉन्सेप्ट्स के प्रबंध निदेशक आहुजा जॉनल ने बताया कि युरोपियन स्टार स्पास तोर से स्पा सेंटर, होटल, रिसोर्ट, फार्म हाउस आदि के लिए पेश किया गया है. कंपनी ने इस स्टार स्पा में कई सुविधाएं जोड़ दी हैं. इसमें कंप्यूटर कंट्रोल सिस्टम और 32 इंच का एलसीडी लाया गया है. विसरसे स्टीम, वाटर मसाज, क्लीन लाइनेस, ससय, तापमान, परसदीया म्यूजिक केनस, टनर, सीडी, टेलीफोन, अलार्म आदि सभी सुविधाओं का परिचयान कम्प्यूटर से किया जा सकता है. साथ ही इसमें स्वीमिंग पूल, ए.सी. वीआइपी रूम, बाथरूम फर्नीचर, मसाज बाथ टब, मल्टी फंक्शन सीना व स्टीम रूम जैसी लक्करी सुविधाएं लगाई गयी हैं. आहुजा ने कहा कि 'स्टार स्पा' केलनेस ज़ोगो का अब तक का सबसे बड़ा स्पा है. देश की आर्थिक राजधानी मुंबई में कोलस्टोन की अच्छे व्यवसाय की उम्मीद है. युरोप की कंपनी कोलस्टोन ने वर्ष 2005 में भारतीय बाजार में प्रवेश किया था. कोलस्टोन सभी बड़े शहरों में अपने विपणन नेटवर्क का विस्तार कर रही है.

## PRODUCTS



### Arteor Wiring Devices

Legrand India - a subsidiary of Euro 4.1 bn Legrand Group, specialists in products and systems for wiring devices, recently launched its latest range, Arteor, available in a choice of colours, textures and materials, which include mirror, tattoo, wood, leather and brushed steel.



## कोलस्टोन युरोपियन स्टार स्पा आता मुंबईत

**मुंबई :** स्नानासाठी उपयोगी उत्पादनासाठी प्रसिध्द असलेल्या कोलस्टोन कन्सेप्टस् आता आपला कोलस्टोन युरोपियन स्टार स्पा मुंबईमध्ये सुरू करत आहे. शरीराला व मनाला आराम देण्यासाठी हा स्पा अत्यंत उपयुक्त ठरणार आहे. स्नानासाठी अद्ययावत बाथ टबची गिनीज बुक ऑफ वर्ल्ड रेकॉर्डमध्ये नोंद झाली आहे. या बाथ टबची काही अनोखी वैशिष्ट्ये आहेत. यात स्नान करताना तुम्हाला टीव्ही पाहता येईल तसेच संगीत ऐकता येईल. तसेच या युरोपियन स्टार स्पाची अंतर्गत सजावट, अत्याधुनिक शॉवर्स अत्यंत अद्ययावत आहे. तसेच यात संगणकावर नियंत्रित प्रणालीचा सुबक वापर करण्यात आला आहे.