



## PYRAMIS - CASE STUDY

PYRAMIS S.A. of Greece, one of the largest stainless steel sink producers in the world, made their foray into the Indian market recently. Pyramis Mktg. India Pvt. Ltd., the Indian subsidiary of Pyramis S.A., in India provides complete solution for kitchens & bathrooms.

Immediately on its entry into the Indian market, Pyramis introduced its Minikitchen—a fully integrated and practically compact kitchen solution. Pyramis Minikitchen is an ideal solution for cottages, rented rooms or studios. The PYRAMIS multi-kitchenettes are an all-in-one kitchen unit, featuring various models with a stainless steel sink, built-in burners, a refrigerator with a freezer, and a wooden storage cabinet in variable sizes. It is easy to install, saves space and helps keep the kitchen clean.

Space crunch mostly hampers a complete renovation of the kitchen. Pyramis Minikitchen comes to the rescue with much more storage capacity. For those who want to install the PANTRY sink and hot-plate unit in their own kitchen counter, the appliance is available in sizes of 3 feet, 4 feet and 5 feet, and with electric burners. PYRAMIS addresses the development of a product range for kitchen characterized by high quality, functional design, added value and service, offered by an international company with human face.

The PYRAMIS MINIKITCHEN features: Hobs, Sink, Refrigerator, Cupboard etc. Besides MINIKITCHEN the company's products for the Indian market include complete range of European style kitchen appliances like hoods, hobs, built in ovens, cooking range, bio-disposer, kitchen sinks and kitchen sink faucets.

Pyramis plans to open 25 exclusive showrooms all across the country in the next 4 months . In addition the company will also use multibrand showrooms to market its product range. The company has set itself a sales target of Rs. 50 crores to be achieved in the 3rd year of its operation in India.



## **KEY OBJECTIVES**

- Enhance corporate image of **PYRAMIS**
- Create awareness of **PYRAMIS**
- Lineage
- Business segments
- Core customers
- Capabilities
- Competitive strengths
- Benefit to clients
- Create a recall/preference for **PYRAMIS** among customers

## **CHALLENGES**

- As the **PYRAMIS** was new in India, it was largely required to educate the consumers about the upcoming trend. Secondly, limited advertising budgets made the role of PR essential to brand building.
- Create awareness and instant hype in the 'niche' Market

## **STRATEGY**

- Garner maximum media mileage for the launch of new stores and collections
- Cost effective In-store promotions and use of direct marketing for building loyal customer base
- Metro centric conferences, designer profiling, etc was also done
- Regional press meets and rollouts to create grass root level awareness in various cities
- Photo shoots with Media to unveil the new line
- Effective use of platforms such as Exhibitions

## **RESULTS**

- Got extensive coverage at PAN India level
- Raised the desired awareness about **PYRAMIS** Products
- Achieved quality and quantity proactive media placements
- Communicated key messages to concerned Publics
- Created a **PYRAMIS** favorable core media group



## MEDIA CLIPS

### FOR COMPLETE KITCHEN UNITS



**PYRAMIS** has just launched a new show-room Swathi's Sahana Building in Alwarpet. The company provides kitchen solutions for the contemporary Indian. Their range includes Minikitchen and kitchen accessories like Chimneys, hobs, built-in ovens, cooking range, bio-disposer, kitchen sinks and pantry and kitchen sink faucets. Pyramis also offers various combinations of materials used in Minikitchen like granite, wood, marble, etc.

This provides flexibility to the customer for selecting the material as per their budget. This Minikitchen is a unique combination of hobs, sink, refrigerator and storage cabinet in one compact unit. Pyramis provides post installation services to the customer. The range is available in three different sizes.

### KITCHEN NEWS



*Pyramis*, the world's leading stainless steel sinks producer has opened an exclusive gallery in the city located at Swathi's Sahana Building, Old No. 55, New No. 6 K. B. Dasan Road, Alwarpet, ph: 65170030. Their range includes mini kitchen and kitchen accessories, the Modern Indian Kitchen range and more.

### ISSUE PRODUCTS

#### Maestro from Pyramis

The Maestro kitchen sink faucet is from Pyramis's 'Premium' range. It is a perfect solution to the challenging workload of a modern kitchen and has a ceramic disc cartridge, which regulates both water flow and temperature. Its innovative pull-out spray eliminates unreachable areas. It is suitable for water pressure starting from 1 bar to a maximum of 5 bar. Beyond these pressure conditions, suitable accessories are available for adaptations.



#### Medora fro

The Medora™ sleek pull-out: Medora pull-out other solid-surface handle offers ergonomic and flow control around the kitchen. The touch of a switch between patterns, including Moen instantly stops sprayer's flow o

#### Forte from Kohler

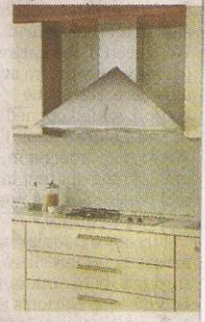
Forte from Kohler is a sleek, single-control pull-out kitchen sink faucet that provides optimal spout reach and height. With an easy-to-clean, colour-matched sprayface, Forte is available in a variety of colour finishes. The finishes resist corrosion and tarnishing, exceeding industry durability standards over two times. Its ceramic disc

### Pyramis opens gallery

With the objective of providing end-to-end kitchen solutions, Pyramis opened its first exclusive gallery at Alwarpet in Chennai. Their range of products include mini-kitchen and accessories like chimneys, hobs, built-in ovens, cooking range, bio-disposer, kitchen sinks, pantry and sink faucets. 'It is our corporate strategy to reach out to customers and make our range of minikitchen easily accessible,' said C P Saboo, managing director of Pyramis Marketing India Pvt Ltd. The company has plans to strengthen its dealership. It is currently serviced by 100 dealers and Pyramis would be setting up exclusive galleries across the country.

## Compact and practical

**P**Pyramis S.A. of Greece, one of the largest stainless steel sink producers in the world, launched their exclusive range of Mini-kitchen and a kitchen accessories at the India International Mega Trade Fair in Kolkata recently. From hoods, hobs, built-in ovens, cooking range, bio-disposer, kitchen sinks to pantry and kitchen sink faucets that make the kitchen spacious and help in hassle-free working, there's a range on offer. Pyramis Minikitchen is a fully integrated and practical and compact kitchen solution.



### Pyramis sinks

Pyramis\* has been at the forefront of developing designer sinks and complementary taps in a number of finishes such as stainless steel, pyragranite and most recently, ceramic glass. Its product, 'Crystalon' from the Elegant series represents the future of sinks. It is made of tempered ceramic glass with brushed stainless-steel bowls. Breaking away from conventional concepts, this black glass sink creates an impact in the kitchen. Its available in a range of options for left- or right-handed bowls.