

The ideal product

The Geberit Alpha concealed cistern captures the Indian market

Geberit has been present in India with top products in the premium segment since 1999: in a country that, next to China, is among the nations with the highest growth rates. With growing prosperity, the middle class will be increasing several times over in the next years. A class that strives for a better lifestyle and higher standards of living and is able to acquire real estate. In megacities such as Mumbai, Bangalore and Pune, countless giant apartment blocks are being built with up to several thousand privately owned condominiums that are sold with finished sanitary facilities.

"We want to open up this expanding area and have developed the ideal product with the new Alpha concealed cistern," explains René Mächler, Head of International Marketing and Product Management at the responsible Geberit export company. Until now, simple flushing valves and large pipelines have been offered in this segment in India, cheap solutions that also cause a lot of noise. "The Geberit product, on the other hand, is considerably quieter and more efficient than conventional Indian flushing valves. In addition, the concealed cistern requires smaller piping systems and a lower water pressure. Previously, there has not been anything comparable in the Indian market with its special circumstances," says René Mächler. The new concealed cistern covers the majority of the possible sanitary applications that exist.

Adapted to local needs

With the Alpha line, Geberit will be offering a product starting in 2012 that has been explicitly adapted to the needs of the Indian



middle class in terms of function, appearance and pricing. The new cistern offers the reliable Geberit technology packaged in an attractive design. Alpha has a dual-flush actuation (3 and 6 liters) that protects the environment and water resources. The Geberit Alpha concealed cistern is manufactured in India for the Indian market at a newly constructed production site of Geberit (see Infobox).

In addition to the technical advantages, the Alpha line also gives bathrooms a stylish design. The Alpha10 and Alpha15 actuator plates fit perfectly in modern bathrooms and can be combined with very different styles due to their clean, tasteful design. The plates are available in three different versions: white, matt chrome-plated and bright chrome-plated. ←

The Alpha concealed cistern offers two elegant actuator plates as part of its sleek look.



New production plant

Geberit is building a new production plant in the industrial zone of Pune, 170 km southeast of Mumbai, India. All of the suppliers necessary for the production of the Geberit products are also located in this industrial zone, which is considered the best developed one in India. The construction of the new location began in late 2011. The building, in which initially 25 employees will be working, will be completed in the course of 2012. At the end of the next year, the production of the new Alpha cistern will begin. Until then, the products of the Alpha line will be manufactured at other Geberit production plants and delivered to India. The Alpha line will be available in Indian stores starting in mid-February 2012.
