

Sector report

Bathroom Redesign

1. Market Growth

Indian Market:

- **Total Addressable Market (TAM):** The Indian bathroom furniture market was valued at USD 1.1 billion in 2023. [Global Market Insights Inc.](#)
- **Compound Annual Growth Rate (CAGR):** The market is projected to grow at a CAGR of 5.7% from 2024 to 2032.
- **Market Size Forecast:** Expected to reach approximately USD 1.9 billion by 2032.

Global Market:

- **Total Addressable Market (TAM):** The global bathroom remodeling market was valued at USD 103.1 billion in 2024.
- **Compound Annual Growth Rate (CAGR):** Anticipated to grow at a CAGR of 5.0% during the forecast period. [Orion Market Research](#)
- **Market Size Forecast:** Projected to reach USD 153.7 billion by 2034.

2. Sector Growth

Growth Drivers:

- **Urbanization and Housing Demand:** Rapid urbanization and increased housing demand in India are driving the need for modern and functional bathroom spaces.
- **Rising Disposable Incomes:** Higher disposable incomes enable consumers to invest in home improvement projects, including bathroom renovations. [Mordor Intelligence](#)
- **Technological Advancements:** Introduction of smart and water-efficient bathroom fittings appeals to environmentally conscious consumers.

Challenges:

- **Price Sensitivity:** The Indian market's price-sensitive nature may limit the adoption of premium bathroom renovation products.
- **Unorganized Sector Competition:** The presence of numerous unorganized players offering lower-cost alternatives poses challenges for established brands.

- **Economic Fluctuations:** Variations in the economy can impact consumer spending on non-essential renovations. [6Wresearch](#)

3. Sector Unique Selling Propositions (USPs)

Key Features:

- **Customization:** Offering tailored solutions to meet individual preferences and space constraints enhances customer satisfaction.
- **Space Optimization:** Innovative designs that maximize utility in compact urban homes are increasingly valued.
- **Aesthetic Appeal:** Modern and stylish designs contribute to the overall ambiance of the home, making aesthetics a significant selling point.

Key Innovations:

- **Smart Bathrooms:** Integration of IoT-enabled devices, such as voice-controlled faucets and smart mirrors, enhances user experience. [Global Market Insights Inc.](#)
- **Eco-Friendly Materials:** Utilization of sustainable materials like bamboo and recycled composites appeals to environmentally conscious consumers.
- **Water-Saving Technologies:** Development of low-flow fixtures and efficient flushing systems addresses water conservation concerns.

4. Major Players

Global Leaders:

- **Kohler:** A prominent player offering a wide range of bathroom products, including luxury fittings and smart solutions.
- **Toto:** Known for advanced sanitary ware and innovative bathroom technologies.
- **Hansgrohe:** Specializes in premium faucets and shower systems with a focus on design and sustainability.

Indian Leaders:

- **Jaquar Group:** Offers a comprehensive range of bathroom solutions and has a significant presence in the Indian market.
- **Hindware Homes:** Provides a variety of sanitary ware and bathroom fittings, catering to diverse consumer segments.

- **Cera Sanitaryware:** Known for its wide range of bathroom products, including tiles, faucets, and sanitary ware.

Emerging Startups:

- **BathSense:** Offers modular and customizable bathroom solutions tailored to urban living spaces.
- **Tranquil Homes:** A Mumbai-based renovation startup providing turnkey bathroom revamps with a design-first approach and premium materials.
- **Design Café:** Offers smart space-saving bathroom designs with end-to-end execution in urban homes, increasingly popular in metros.

5. Technological Advancements

Current Technologies:

- **Water-Efficient Fixtures:** Products designed to minimize water usage without compromising performance are becoming standard.
- **Digital Showers:** Temperature and flow control through digital interfaces enhance user comfort and convenience.
- **Anti-Bacterial Surfaces:** Materials with anti-microbial properties improve hygiene in bathroom environments.

Emerging Technologies:

- **Voice-Activated Controls:** Integration of voice assistants to control lighting, water flow, and temperature is gaining traction.
- **Augmented Reality (AR) Design Tools:** AR applications allow consumers to visualize and customize bathroom renovations before implementation.
- **Greywater Recycling Systems:** Technologies that recycle wastewater for non-potable uses are being incorporated to promote sustainability.

Research Of Competitors

MyBathSpace

Company Summary

Incorporation Date & Location: MyBathspace was founded in 2021 and officially launched in September 2021 in New Delhi, India. prlog.org

It operates as a unit of **Gogia Bath Shopee**, a family-run bathroom fittings business established in 2005 prlog.org. The New Delhi office (Kalkaji, Nehru Enclave) serves as its base of operations.

Founder Background & Education: The company was founded by **Deepankur Gogia**, who holds an MBA from the University of Greenwich in London prlog.org. He is a third-generation entrepreneur in the bathroom fixtures industry – his family's involvement dates back to 1967 and the Gogia Bath Shopee retail business. Deepankur joined the family business in 2015 and leveraged that experience to build MyBathspace as a one-stop bathroom remodeling platform. His background combines industry expertise with formal business education, driving MyBathspace's vision for hassle-free bathroom renovations.

Brand Statement (Tagline)

"You Think. We Create. We Maintain."

Brand USPs

MyBathspace differentiates itself with several unique selling propositions (USPs) highlighted on its website:

- **21-Day Transformation Guarantee:** A promise to complete full bathroom renovations in just 21 days, ensuring timely project delivery. This fast turnaround is a core selling point to minimize inconvenience to customers.
- **After-Sales Support:** The company provides robust post-renovation support and maintenance. Customers receive continued assistance even after project handover, reflecting MyBathspace's commitment to quality and longevity.
- **Assured Savings on Quality:** MyBathspace leverages bulk procurement and trusted suppliers to offer competitive pricing on premium materials. Clients are assured of cost savings without compromising on quality – the service aims to stay within budget while using branded, durable products.

Product Landscape (SKU Analysis)

MyBathspace not only provides services but also has an online product catalog for bathroom fixtures and accessories. The table below highlights 5 representative products (SKUs), covering a range of categories, with pricing and key features:

S.No.	Product & Category	Key Features	Price (₹)
1	Jaquar Florentine Wall Mixer (FLR-5309N faucet)	Wall-mounted sink mixer with connecting legs & flanges. Features heavy-duty plating (Nickel 10µm, Chrome 0.3µm) for extreme climate tolerance and corrosion resistance (450+ hour salt spray tested). Durable brass build, part of Jaquar's Florentine range.	₹3,800 (approx.)
2	Varmora Ambion V-10022 Toilet (One-piece WC)	Floor-mounted one-piece water closet . Offers a soft-closing seat and an odor-free, germ-free design. Easy to install, eco-friendly and water-saving features make it a modern, hygienic choice for bathrooms. Brand: Varmora (ceramic sanitaryware).	₹10,405 list (10% off to ₹9,364 online)
3	Etrro "Flame – Full Gold" Basin (Designer table-top)	Premium designer table-top wash basin with a striking full-gold finish. Made of high-quality ceramic; compact rectangular shape (≈455×325×135 mm) for a luxurious look. Ideal as a statement piece in vanity setups.	₹9,890
4	NS-230 Vanity with Basin & Mirror (Stainless steel vanity)	Floor-mounted vanity cabinet in stainless steel, including an integrated table-top basin and mirror unit. Provides storage and a sleek look. Sturdy build with modern design, targeted at premium segment bathrooms.	₹64,980

5	Sanjay Chilly SCCT-RH-101 Drain (Floor trap/drain cover)	Round floor drain trap cover made of AISI 304 stainless steel. Corrosion-resistant and durable, fits standard shower/toilet floor outlets. Offers a clean finish for bathroom floors.	₹760 (10% off to ₹684)
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Table: Key products sold by MyBathspace, illustrating its range from fixtures (faucets, basins, WCs) to accessories (drains, vanities). All products are sourced from reputed brands, aligning with the company's quality focus.

Traction

Year	Users & Company Growth	Revenue Growth	Product Development Milestones
2021	Launch: MyBathspace commenced operations in Delhi in mid-2021. It acquired its first customers through the founder's network and the parent shop's clientele. By Sept 2021 it publicly launched as a dedicated brand prlog.org , positioning itself with the 21-day guarantee and end-to-end remodeling service model.	(N/A – initial bootstrapped operations) The company was self-funded via family resources prlog.org , focusing on service delivery over immediate profits.	Service rollout: Established the core one-stop remodeling process (consultation → design → product sourcing → installation). Leveraged the existing Gogia Bath Shopee inventory to offer a range of branded bathroom products alongside services. Built the website and branding, emphasizing “hassle-free” renovations mybathspace.com .

2022	<p>Growth in NCR: Expanded its customer base across Delhi–NCR through word-of-mouth and social media marketing. Successful early projects led to positive reviews and repeat business – e.g. some clients entrusted multiple bathrooms to MyBathspace (one testimonial notes <i>“we have got 9 bathrooms renovated with them... all of them are looking good”</i> mybathspace.com). This indicates growing trust and demand in the local market.</p>	<p>Revenue: Continued to be bootstrapped, reinvesting earnings from projects. Revenue figures were not disclosed, but the increasing number of renovation contracts signified an upward trajectory.</p>	<p>Product/Service: Introduced an online catalog/shop on the website to let clients browse and select fixtures (tiles, sanitary ware, fittings) directly. Streamlined the 21-day delivery workflow, improving project management to consistently meet the promised timeline.</p>
2023	<p>Scaling Up: Further growth in projects required scaling the team. MyBathspace hired additional design consultants and site supervisors, even bringing on interns for interior design roles internshala.com , to handle the rising workload. The company solidified its reputation in NCR with more completed projects and maintained a 5-star customer rating (several new client testimonials praise the “seamless execution” and outcomes mybathspace.com).</p>	<p>Revenue: Steady growth continued (still self-funded). With more projects per year, the company’s operational revenue grew proportionally (exact numbers not public). MyBathspace remained focused on service quality over aggressive financial expansion, sustaining a healthy pipeline of projects.</p>	<p>Innovation: Invested in technology and design tools. Implemented 360° design visualization for clients to preview their bathroom design before execution mybathspace.com , enhancing customer experience. Also standardized processes for on-site work and after-sales service. By late 2023, content development started (guides, blogs) to boost digital outreach.</p>


2024	Consolidation & Awareness: By 2024, MyBathspace had a firm foothold in the Delhi-NCR renovation market. It handled a consistent flow of projects and began exploring expansion strategies to other regions. The team and infrastructure were now in place to potentially scale beyond NCR. Customer acquisition remained primarily organic (referrals and online inquiries), though the brand's name recognition in NCR improved greatly.	Revenue: Continued organic growth . The company likely saw increased annual revenue corresponding to the higher project volume, while still operating without external funding. The focus was on sustainable growth.	Milestones: Emphasis on marketing and thought leadership . In early 2025, MyBathspace launched a blog with expert tips and trends mybathspace.com to engage potential customers and establish authority. It also refined its service offerings and began laying groundwork for multi-city operations (e.g., researching other metros). No new product lines (remaining focused on bathrooms), but service delivery was continually optimized.
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(Note: Precise user counts and revenue figures are not publicly available for MyBathspace. The above reflects qualitative growth indicators with supporting evidence.)

Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25		MyBathspace primarily targets urban homeowners in the 25–55 age range who are looking to renovate or upgrade their bathrooms. These include young professionals and couples furnishing first homes (late 20s–30s), as well as established homeowners (40s–50s) seeking modern updates. Both genders are targeted – decision-making is often shared by couples, and the service appeals to anyone valuing convenience in home improvement. The common thread is a customer segment with moderate to high income, willing to invest in improving their home’s comfort and style. The brand’s messaging about hassle-free, budget-friendly luxury is crafted to attract the
	25-40		
	40-55		

			aspirational middle and upper-middle class in metros.
Gender	Male		Both genders are targeted – decision-making is often shared by couples, and the service appeals to anyone valuing convenience in home improvement.
	Female		
	Others		Not Specified
Geography	Tier I		Delhi-NCR
	Tier II		Not Specified
	Tier III		Not Specified
	Tier IV		Not Specified
Most selling regions			Delhi-NCR
Global presence			Operates through its own website (mybathspace.com) with product listings, consultation forms, and WhatsApp chat integration.
B2B			<ol style="list-style-type: none"> 1. Jaquar 2. Varmora 3. Sanjay Chilly 4. Etro 5. Hindware 6. Parryware 7. NS Bath / NS Series 8. TOTO (<i>inferred</i>)
	Partnerships		
B2C			Operates through its own website(mybathspace.com) with product listings, consultation forms, and WhatsApp chat integration.
	Online platforms		Online/Digital Channels: The company's website is a key channel – potential customers can “ Consult Now ” by scheduling a call or submitting an inquiry form on the site. Digital marketing via social media (Instagram, Facebook) generates

			leads by showcasing before-and-after transformations and client testimonials. For instance, the brand regularly posts on Instagram about its 21-day guarantee and stunning designs to attract interest. These platforms funnel interested users to contact MyBathspace. The company also uses WhatsApp integration (a WhatsApp chat link on the site) for quick inquiries, reflecting the importance of convenient communication. Overall, online outreach and word-of-mouth drive most sales.
	Self-service sales		Not Specified
	Franchise and subscription		Not Specified
 D2C	Direct-to-consumer sales		MyBathSpace sells renovation services and bundled products directly to homeowners , with no middlemen involved.
	Aggregators		No
	Retail outlets		Operates a physical showroom in Delhi (via parent company Gogia Bath Shopee) for walk-in clients and product demos.
HYBRID	Combination approaches (B2B, B2C, D2C)		Yes
	Online platforms		Yes
	Franchise and subscription		No

Funding Trajectory

Bootstrap

Digital Media Presence

MyBathspace maintains an active presence across several digital platforms to engage with customers and showcase its work. Below is an overview of its digital footprint and reach:

- **Website:** The official website (mybathspace.com) is the hub for MyBathspace's services. It features sections like *How We Work*, *Services*, *Design Catalogue*, *Blogs*, and *Projects*

Delivered. The site provides informational content – for example, a blog was launched in 2025 covering bathroom renovation tips and trends

mybathspace.com

– as well as a product catalog/shop for browsing fixtures. The website is also where the 360° design visualizer and project photos are available. Importantly, it has call-to-action features (consultation form, WhatsApp chat link) to convert visitors into leads.

- **Facebook:** MyBathspace has an official Facebook page with around **1,000 followers** (and ~1k page likes) facebook.com. The Facebook page is used to share project **reels, before-and-after photos, promotions** (such as the 21-day guarantee), and customer testimonials. Posts aim to inspire homeowners with recent makeovers and drive inquiries. Engagement is modest but growing. (Facebook also serves as a review platform – the brand has a 5★ rating from client reviews posted there.)
- **Instagram:** The brand is quite active on Instagram under the handle **@mybathspace**. As of early 2025, the page has **~2,950 followers** and 270+ posts instagram.com. Instagram is a key platform for MyBathspace’s visual marketing. They regularly post high-quality photos and short videos of renovated bathrooms, design ideas, and behind-the-scenes looks at the renovation process. The content often includes the founder or team giving tips, and uses hashtags like #bathroominspo. For example, an Instagram Reel from Jan 2025 shares the founder’s vision for inspiring bathroom designs instagram.com. The bio indicates the service promise (“bathroom built in 21 days hassle free, Delhi and NCR”) instagram.com. Instagram has been effective for MyBathspace to build a portfolio and attract style-conscious clients.
- **LinkedIn:** MyBathspace maintains a LinkedIn page as a professional presence, though with a smaller following (roughly a few dozen followers) linkedin.com. The LinkedIn page shares company updates, job postings, and occasionally thought leadership posts about trends or the gig workforce (the founder has commented on empowering gig workers in construction, for instance). With ~30–50 followers, LinkedIn is not a major lead source, but it helps in hiring and credibility. Key team members (designers, supervisors) list MyBathspace on their profiles, enhancing its professional visibility.
- **X (Twitter):** The company appears to have a Twitter account (the PR pressroom lists a Twitter follow link) pressroom.prlog.org, likely under the handle **@mybathspace** or similar. However, their activity on Twitter (now X) is minimal. As of 2025, the Twitter presence is not a significant marketing channel – there are few followers and sporadic or no posts. (The home renovation domain tends to perform better on visual platforms than text-based Twitter, which might explain the low focus here.)
- **YouTube:** MyBathspace does not have a very prominent dedicated YouTube channel under its brand name, but it does produce video content. Notably, co-founder/partner **Yukti Gogia** has uploaded MyBathspace videos on YouTube, including project showcases. For example, a video tour titled “*Transform your bathroom with style, functionality & luxury*” garnered about **1.1K views** in a year youtube.com. These videos serve as advertisements and testimonials of MyBathspace’s work. The YouTube content highlights before-and-after comparisons and outlines MyBathspace’s specialization in complete bathroom remodeling youtube.com. While the subscriber count is not very high (the channel had on the order of a few hundred subscribers), YouTube remains a useful repository for longer-form video testimonials and can be leveraged more in the future.

- **Website Tabs/SEO:** The website's content structure (with pages for policies, blog articles, project gallery) indicates an effort at SEO and customer education. The presence of frequent blog updates in 2025 suggests MyBathspace is investing in digital content to improve its online reach mybathspace.com. Additionally, the "Design Catalogue" likely allows users to explore design templates or ideas, enhancing engagement.

In summary, **MyBathspace's digital presence is solid and growing**, especially on image-centric platforms. It effectively uses Facebook and Instagram to build brand awareness and showcase its work, while the official website and WhatsApp handle lead conversion and customer communication. There remains room to grow these channels (e.g., more followers, YouTube content, etc.), but the foundation is in place. The coordinated use of the tagline and consistent branding across these platforms also reinforces MyBathspace's identity as *"bathroom remodeling experts"* in the digital space.

Conclusion: Gaps and Opportunities

Gaps in MyBathSpace's Model

1. Limited Geographical Reach

- **Gap:** Operates only in **Delhi-NCR**, despite high demand in metros like Mumbai, Bangalore, Hyderabad, Pune, and even Tier 2 cities.
- **Opportunity for Renoswift:**
 - Start or expand in **underserved metro and Tier 2 cities** where MyBathSpace has no presence.
 - Use a **franchise or partner installer model** to scale faster across India.

2. No App / Tech Ecosystem

- **Gap:** No mobile app or customer dashboard. User experience is handled via WhatsApp and form-based queries.
- **Opportunity for Renoswift:**
 - Build a **dedicated mobile app** for project tracking, material selection, AR-based design previews, and easy payments.
 - Use tech as a **core differentiator** to target tech-savvy urban homeowners.

3. No Subscription or AMC Model

- **Gap:** No recurring **maintenance plan** or warranty-based service beyond initial after-sales support.
- **Opportunity for Renoswift:**
 - Introduce an **Annual Maintenance Contract (AMC)** or **Bathroom Care Subscription**

model.

➤ Bundle **quarterly servicing, plumbing checks**, and product replacements as value-added services.

4. Weak B2B and Institutional Ties

- **Gap:** MyBathSpace does not target builders, architects, hotels, or real estate companies for bulk/commercial bathroom renovations.
- **Opportunity for Renoswift:**
 - Create a **B2B vertical**: work with **real estate developers**, co-living spaces, and premium hostels for mass renovations.
 - Partner with **interior design studios** as their go-to bathroom execution vendor.

5. Modest Digital Marketing & Influencer Presence

- **Gap:** Social media presence is growing but not dominant; few influencer collabs or viral campaigns.
- **Opportunity for Renoswift:**
 - Invest in **aggressive influencer marketing**, YouTube series ("Before & After" transformations), and **regional content**.
 - Collaborate with **home décor influencers** to build brand faster in new markets.

6. No Tiered Pricing or Budget Segmentation

- **Gap:** MyBathSpace does not clearly offer pricing packages or cater to different budget brackets.
- **Opportunity for Renoswift:**
 - Offer **3-tiered packages** (Essential, Premium, Luxe) to attract a **wider customer base** across income levels.
 - Introduce **EMI plans** or tie-ups with BNPL services for affordability.

7. No In-House Product Line

- **Gap:** Resells branded products (Jaquar, Varmora, etc.), but doesn't offer proprietary SKUs.
- **Opportunity for Renoswift:**
 - Develop an **in-house product line or D2C accessories** (mirrors, basins, organizers) to improve margins.
 - Build a **lifestyle bathroom brand** that goes beyond services.

8. No Sustainable / Eco-Friendly Positioning

- **Gap:** Lacks green credentials or communication around water-saving, recycled materials, or sustainable design.
- **Opportunity for Renoswift:**
 - Launch an **eco-bathroom range**: low-flow fixtures, recycled tiles, VOC-free paints, etc.
 - Market it to eco-conscious millennials and Gen Z homeowners.

9. No Loyalty or Referral Program

- **Gap:** Doesn't incentivize repeat customers or referrals systematically.
- **Opportunity for Renoswift:**
 - Launch a **"Refer & Earn" or Loyalty Program** for customers and interior designers.
 - Encourage **multi-room projects** (e.g., all bathrooms + powder room + laundry area).

Bathxpertz

Company Summary

- **Incorporation Date & Location:** BathXpertz was incorporated on 18 May 2022, with its registered office in South Delhi (Mohan Cooperative Industrial Estate, New Delhi). The operational headquarters is in Gurugram (Delhi-NCR)
- **Founder Background:** The company is backed by **Saket Dalmia** and **Rishi Kajaria**, both prominent industry figures. indiafilings.com
- **Saket Dalmia** is President of PHD Chamber of Commerce and Industry and Managing Director of Marble City India, bringing expertise in building materials and business leadership. in.linkedin.com
- **Rishi Kajaria** is Joint Managing Director of Kajaria Ceramics (India's top tile manufacturer) and holds deep domain knowledge in home interiors; he joined the family ceramics business after completing his education abroad. speakerhub.com
- **Founder Education:** Rishi Kajaria earned a B.Sc. in Business Administration from Boston University in 2000, before returning to lead Kajaria's growth. Saket Dalmia is an alumnus of the University of Rochester (USA) and an experienced entrepreneur (Marble City India); he also serves in leadership roles in industry associations (PHDCCI). in.linkedin.com
- This strong pedigree combines international education with decades of home-improvement industry experience in BathXpertz's founding team.

Brand Statement (Tagline)

"India's first online bathroom transformation company."

Unique Selling Propositions

- Tech-Enabled Design Visualization:** BathXpertz uses **AI-assisted 3D design** tools to let customers visualize their renovated bathroom before work begins bathxpertz.com. Proprietary software generates immersive 3D models and even 360° panoramic views, ensuring “*what you see is what you get*” in the final outcome. This level of **design simulation** is a unique offering that reduces guesswork for customers.
- Transparent Instant Pricing:** The company provides an **instant project cost estimation tool** with claimed 95% accuracy for quotes bathxpertz.com. Customers get on-the-spot pricing for their chosen design and specifications, avoiding hidden costs. BathXpertz also promises **competitive pricing** (matching any equivalent quote) and a vast dealer network to source products cost-effectively. This **price transparency** from day one is a major USP.
- End-to-End Project Execution & Warranty:** BathXpertz offers a fully managed renovation experience – each project has a dedicated on-site project manager and a “continuous progress tracking” system (including live CCTV feeds of the site) to ensure timely delivery [,bathxpertz.com](https://bathxpertz.com). Installation is by a **trained and certified team** following strict quality standards. The company further provides an **additional 60-day service warranty** post-completion to fix issues like leaks or loose fittings, on top of manufacturers’ product warranties. This end-to-end accountability (from design to delivery with aftercare) is a strong differentiator.

Product Landscape (SKU Analysis)

Product/Service	Pricing	Category	Key Features
Eco Package (Basic Remodel)	Starting ~₹1.5 lakh* bathxpertz.com	Budget full bathroom renovation	<i>Economy offering:</i> “Reasonable pricing, convenient designs, limited accessories” for a cost-effective makeover. bathxpertz.com A complete bathroom redo with standard fixtures, delivered in ~21–24 days.
Aspire Package (Mid-Tier)	Mid-range pricing	Standard remodel package	<i>Premium standard:</i> More design choices and selected major accessories included. Offers “premium designs” at mid-level cost. bathxpertz.com
Luxury Package (High-End)	High-range pricing	Luxury remodel package	<i>Elite offering:</i> Bespoke, high-budget renovation with top-of-line fittings. Comes with a “premium tailored catalogue” of designs and high-end sanitary accessories for a luxurious finish.

“Brewed Retreat” Theme	From ₹1.5 lakh* bathxpertz.com	Pre-designed style theme (budget)	<i>Trendy design theme:</i> A ready-made bathroom design from BathXpertz’s catalog. Features quality modules, superior finishes and modern aesthetics at an affordable price. bathxpertz.com Aimed at cost-conscious customers who still want a stylish look.
Commercial Washroom Solution	Custom quotation	B2B / Institutional service	<i>Office/Café Renovation:</i> Tailored end-to-end remodeling for businesses. BathXpertz offers design-and-build for commercial bathrooms (e.g. office or restaurant washrooms), leveraging its expertise in quick installation and design catalog (e.g. modern “Office” or “Café” washroom styles). bathxpertz.com Ensures minimal downtime and compliance with commercial standards.

Product/Service Innovations: Notably, BathXpertz’s use of **digital tools** stands out – for example, the in-house **“Xpertz Pricing Calculator”** on their website instantly generates quotes based on bathroom measurements and chosen options. The company’s design catalogue covers 100+ bathroom designs across categories (kids bathrooms, senior-friendly layouts, space-saving designs, etc.) which can be personalized.

bathxpertz.com.

This **catalog + customization** approach, combined with their **AI-driven design previews**, is a significant innovation in the otherwise traditional bathroom remodeling market. Additionally, BathXpertz’s focus on a **fixed-time delivery (21–24 days)** promise is an operational innovation – streamlining materials procurement and labor via their “Xpertz” network to finish projects faster than typical contractors.

facebook.com

Traction (Year-wise Progress)

Year	Users & Company Growth	Revenue Growth	Product Development & Milestones
2022	Incorporated in May 2022; initial team assembled in Delhi-NCR. Began pilot projects in the Delhi region in H2 2022.	Seed capital infused by founders (angel funding) to kickstart operations. indiafilings.com No revenue in early stage (focus on setup).	Developed proprietary tech platform: initiated AI design software development and built a vast design catalogue of bathrooms bathxpertz.com . Established supply partnerships with major brands (tiles, fittings) to secure materials bathxpertz.com .

<p>2023</p>	<p>Rapid growth in NCR – by late 2023, <i>250+ customers served</i> and ~1000 bathroom projects delivered cumulatively. bathxpertz.com</p> <p>Grew to ~51–200 employees (as per LinkedIn) supporting design, sales, and execution in.linkedin.com.</p>	<p>Revenue grew commensurately with projects (exact figures undisclosed). Likely achieved multi-crore INR revenues by end of 2023 given project volume. Focus remained on reinvesting for growth (startup mode).</p>	<p>Launched customer-facing digital tools: the Instant Pricing Calculator for transparent quotes. bathxpertz.com</p> <p>Rolled out the 3D/360° design visualization service at scale for all clients. Enhanced operations with training of the “Xpertz” execution team and standardized a 21-day remodel process.</p>
<p>2024</p>	<p>Expansion phase: BathXpertz established itself as “<i>India’s premier bathroom remodeling brand</i>” medianews4u.com in Delhi-NCR and prepared to enter new markets.</p> <p>Customer base continued to grow beyond 250, with increasing referral business (testimonials show high satisfaction). Hired key growth personnel (e.g. Growth Strategist, Business Head) to lead scale-up. medianews4u.com</p>	<p>Likely continued strong revenue growth (startup remained privately funded – no public data). By 2024, with hundreds of projects yearly, the company’s annual revenue likely reached a few tens of crores INR (estimated from project count). Financial focus was on customer acquisition; the company is backed by affluent promoters, easing pressure for early profitability.</p>	<p>Achieved major milestones in brand and marketing: partnered with Buffalo Soldiers (digital agency) in Sep 2024 to strengthen online presence. medianews4u.com</p> <p>Initiated recruitment of territory managers in Mumbai, Bangalore, Goa for geographic expansion linkedin.com.</p> <p>Built strategic alliances with top brands (e.g. Jaquar, Kajaria) to ensure supply-chain readiness for new cities. bathxpertz.com</p> <p>Service innovation: introduced a 60-day post-renovation warranty, boosting customer trust. bathxpertz.com</p>

2025	<p>Strengthening leadership for scale – BathXpertz appointed a new CEO (a former Livspace executive) to drive pan-India expansion (indicating maturation from startup to growth stage). in.linkedin.com Actively planning launch in multiple Tier-1 cities. The company is viewed as a “funded start-up” poised for expansion. medianews4u.com</p>	<p>As the company expands to new regions in 2025, it targets substantial revenue growth through increased project pipeline.</p>	<p>Ongoing innovation focus: exploring mobile app development for project tracking (to enhance customer experience). Setting up local experience centers or partnerships in new cities (e.g. collaboration with real estate or home interior showrooms). Continues to refine its tech platform for scalability.</p>
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Notes: The above includes estimated insights where exact figures are not publicly available. BathXpertz’s traction is evident from delivering **“1000 dream bathrooms”** in less than 2 years and the rapid team and geographic growth, underscoring a strong market demand for its offerings.

bathxpertz.com

Sales Channels & Target Customers

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25		Not Specified
	25-55		BathXpertz primarily targets urban homeowners in India who seek hassle-free, premium bathroom renovations. These are typically adults in the 30–55 age range (working professionals or retirees with own homes)

			in middle to upper income segments.
Gender	Male		<p>The service is relevant to both genders – decisions are often family-based, so marketing speaks to homeowners broadly. Customers often already have an existing bathroom that is outdated or inefficient and are looking for a <i>modern upgrade</i>. Given the price point (starting ~₹1.5–2 lakh per bathroom), the demographic skews toward upper-middle-class households in metro areas.</p>
	Female		
	Others		
Geography	Tier I		Delhi NCR
	Tier II		<ol style="list-style-type: none"> 1. Gurgaon 2. Noida
	Tier III		Not Specified
	Tier IV		Not Specified
Most selling regions			Delhi
Global presence			No
B2B			<p>Tile and Ceramic Brands:</p> <ul style="list-style-type: none"> • Kajaria • Somany • Varmora <p>Sanitaryware and Fittings:</p> <ul style="list-style-type: none"> • Kerovit • Kohler • Jaquar • CERA • GROHE • Hindware
	Supplier & Product Partnerships		

			<p>Hardware and Fixtures:</p> <ul style="list-style-type: none"> • Hettich • Tesa <p>Electrical and Lighting:</p> <ul style="list-style-type: none"> • Philips BathXpert Z • Havells • Anchor <p>Building Materials:</p> <ul style="list-style-type: none"> • Saint-Gobain • Supreme • Polycab • Astral Pipes <p>Adhesives and Sealants:</p> <ul style="list-style-type: none"> • Roff • Pidilite <p>Paints and Coatings:</p> <ul style="list-style-type: none"> • Asian Paints <p>Other Collaborations:</p> <ul style="list-style-type: none"> • Qyster • MYK • UltraTech
	Sales		<p>B2B sales are handled via partnerships or direct outreach for bulk/commercial washroom projects.</p>
B2C	Online platforms		<p>Operates its own website (www.bathxpertz.com) where customers can browse designs, calculate pricing, and book consults.</p>
	Self-service sales		Not Specified
	Franchise and subscription		Not Specified

D2C			The entire business model is built on end-to-end sales to individual homeowners , including design, sourcing, and execution.
	Direct-to-consumer sales		
	Aggregators		Not Specified
	Retail outlets		Not Specified

Go-to-Market & Sales Channels:

BathXpertz operates on a **direct-to-consumer (D2C)** model via its online platform. As “*India’s first online bathroom transformation company*”, it heavily uses digital channels to acquire customers. Key GTM strategies include:

- Online Lead Generation:** Prospective customers typically find BathXpertz through online ads (social media campaigns touting “21-day makeover at ₹1.95L” offers [facebook.com](https://www.facebook.com/bathxpertz)), search engines, and the company’s website. The website allows users to request a free consultation or use the pricing calculator, which generates leads for the sales team. This **web-centric sales funnel** has been crucial to scaling beyond just local word-of-mouth.
- Consultative Sales:** Once a lead is in, BathXpertz sales reps (termed Xpertz Consultants) engage with the client via phone or video call to discuss needs. They emphasize the company’s unique process and set up in-person meetings for measurements. This consultative approach helps convert digital leads into projects, addressing trust issues for a high-value service through personal interaction.
- Partnerships and B2B2C:** BathXpertz has a “Partner with Us” program to build a network of **architects, interior designers, contractors, and suppliers**. These partners can refer clients or collaborate on projects. For example, independent interior designers or building contractors encountering clients who need bathroom makeovers can bring in BathXpertz as execution experts. This acts as a **channel strategy** to tap into B2B2C referrals. Additionally, being backed by industry players (like Kajaria Ceramics) potentially gives BathXpertz access to dealer networks for lead referrals (e.g. a tile showroom could refer customers who need installers).
- Direct Marketing and Exhibitions:** The company has started participating in home improvement exhibitions (e.g. ACETECH Delhi) as indicated by their social media [twitter.com](https://twitter.com/bathxpertz). Such events and on-ground marketing help in capturing offline customer interest and building the brand among architects and real-estate developers.
- Sales Model:** Sales are predominantly **B2C (homeowners)**, but BathXpertz also serves **B2B clients** for commercial projects (offices, small businesses). The model is not franchise-based at present – all projects are handled by the in-house team and trusted contractors. However, as they expand, a hybrid model could emerge where local contractor partners execute under BathXpertz supervision (similar to how some interior design platforms operate). There is no

indication of aggregator tie-ups (like listing on marketplaces) – BathXpertz markets and sells services under its own brand, maintaining a direct relationship with customers.

- **Customer Acquisition and Conversion:** The target customers often need assurance given the significant expense and the messiness of renovations. BathXpertz addresses this by **showcasing testimonials** (with before/after pictures) on its site and social media, highlighting a track record of timely delivery and satisfied clients. [facebook.com](https://www.facebook.com/bathxpertz)
- In **September 2024**, BathXpertz partnered with **Buffalo Soldiers**, a digital growth agency, to lead its branding, digital marketing, and creative strategy.
- The **brand promise of “one-stop solution”** (design + materials + labor all managed) and “100+ designs” appeals to customers who want convenience. [facebook.com](https://www.facebook.com/bathxpertz)
- They also leverage limited-time offers (for instance, a “March Madness 2025” promo for upgradesmetro.newschannelnebraska.com) to spur action. Overall, the GTM approach is a mix of **digital marketing, consultative selling, and partner networks**, all aimed at making BathXpertz the go-to solution for bathroom renovations in its target markets.

Funding Trajectory

Bootstrapped

Digital Media Presence

BathXpertz has a growing presence across digital channels, leveraging social media and online content to build its brand and engage customers:

- **Website:** The official website (bathxpertz.com) is the hub of its digital strategy. It's content-rich, featuring an interactive **Design Catalogue** with over 100 design options and categories (Regular, Powder room, Kids, Senior-friendly, etc.). The site emphasizes the “Xpertz Advantages” (design, deliver, install, warranty) and includes tools like the **Pricing Calculator** for instant quotes. There are dedicated sections for **testimonials, FAQs, blog posts**, and a “Free Consult” call-to-action, indicating a focus on educating customers and capturing leads. The website effectively communicates USPs (e.g., “one stop solution... vast design catalogue, speed and expertise in execution, unparalleled customer support”) and is likely a primary source of lead conversion.
- **Facebook:** BathXpertz has an active Facebook page with ~**27,000 followers** (28K likes). [facebook.com](https://www.facebook.com/bathxpertz)
They use Facebook to run promotional campaigns – for example, posts advertising “Quick & cost-effective transformation starting at ₹1.95L” [facebook.com](https://www.facebook.com/bathxpertz)
and “Complete bathroom delivered in 24 days” with reasons to trust BathXpertz. [facebook.com](https://www.facebook.com/bathxpertz)
The content mix includes before/after project photos, client testimonials, promotional offers, and educational snippets (design tips). With a sizable follower base, Facebook serves as a

key channel for brand awareness among the target Indian audience.

- **Instagram:** The brand's Instagram handle **@bathxpertz** has about **16,000 followers**. [instagram.com](https://www.instagram.com/bathxpertz)
Instagram is used to showcase visually appealing content: finished bathroom makeovers, design inspiration, and behind-the-scenes looks at the renovation process. The bio tagline, *"Every bathroom deserves a glow up and we are here to make it happen."* **#ElevateYourEscape**", reflects the youthful, aspirational tone on IG. They regularly post Reels and stories highlighting design trends, which helps engage a younger homeowner demographic. The engagement on posts (albeit modest) helps in building credibility through social proof of completed projects.
- **LinkedIn:** On LinkedIn, BathXpertz is building a corporate presence with **~1,349 followers**. [in.linkedin.com](https://www.linkedin.com/company/bathxpertz)
The page lists the company as founded in 2022 and having 51-200 employees, aligning with its startup growth. Content on LinkedIn is more about company achievements, hiring posts, and partnership announcements. For instance, they shared news of the Buffalo Soldiers digital mandate win, which frames BathXpertz as an innovative leader in the remodeling space. LinkedIn helps in employer branding (attracting talent) and networking with investors/partners in the industry.
- **X (Twitter): 25 followers.** Tweets are generally cross-posts of their Instagram/Facebook content – showcasing quick tips, project videos, and responding to customer queries. The Twitter presence is still nascent; for example, one user's negative experience tweet was publicly addressed in Feb 2025, suggesting the team monitors it for customer service. Twitter may not be a primary lead source, but it adds to the brand's accessibility and SEO footprint. [twitter.com](https://twitter.com/bathxpertz)
- **YouTube:** BathXpertz runs a YouTube channel (BathXpertz @bathxpertz1) with **~189 subscribers**. [youtube.com](https://www.youtube.com/bathxpertz1)
They have uploaded a large number of short videos (200+ videos) – likely project walkthroughs, customer feedback interviews, and promotional clips. Examples include time-lapse videos of *"24 Days Bathroom Transformation"* and **client testimonials** explaining their BathXpertz experience. While subscriber count is modest, these videos are useful assets for embedding on the website and sharing via other social channels. They also lend credibility (seeing real renovations in video). YouTube content, like *"Walk Into Your Dream Bathroom – BathXpertz Experience Center"* (a 3D visualization showcase) [youtube.com](https://www.youtube.com/watch?v=...), reinforces BathXpertz's tech-enabled approach.

Overall Digital Strategy: The company's digital media presence is cohesive – using the hashtag **#ElevateYourEscape** and consistent messaging across platforms. They emphasize **visual content** (critical for a design-centric business) and actively manage **social proof** (reviews, before-after images). BathXpertz's collaboration with a digital agency (Buffalo Soldiers) indicates a push to amplify this presence [medianews4u.com](https://www.medianews4u.com). We can expect more interactive content (maybe AR/VR showcases of bathroom designs, live Q&As) as they grow. In summary, BathXpertz has built a solid digital foundation that both drives leads and builds brand trust, crucial for scaling their services in the tech-savvy Indian market.

Conclusion: Gaps and Opportunities

Gaps in BathXpertz's Model

1. City-Specific Presence (Still Scaling)

1. **Gap:** BathXpertz is still **concentrated in Delhi NCR**, with expansion only starting in cities like Mumbai, Bangalore, and Goa.
2. **Opportunity for Renoswift:**
 - a. **Launch aggressively in Tier 1 cities BathXpertz hasn't dominated yet** (e.g., Pune, Hyderabad, Ahmedabad).
 - b. Explore **Tier 2 cities**, where organized players like BathXpertz haven't ventured—early mover advantage.

2. No Standalone Mobile App

1. **Gap:** BathXpertz relies solely on its website; **no mobile app for customer experience**, project tracking, or visualization.
2. **Opportunity for Renoswift:**
 - a. Develop a **mobile-first platform** with:
 - i. Augmented Reality (AR) previews
 - ii. Real-time renovation progress updates
 - iii. Secure payments, chat with designers
 - b. Use app to create **daily engagement**, push notifications, and upsell services.

3. Limited Post-Renovation Services

1. **Gap:** Offers only a **60-day post-completion warranty**, no structured **AMC or bathroom maintenance plan**.
2. **Opportunity for Renoswift:**
 - a. Introduce **Bathroom AMC plans** (Annual Maintenance Contracts):
 - i. Annual check-ups, leak inspections, fixture servicing
 - ii. Loyalty discounts on future makeovers
 - b. Become a long-term care brand, not just a one-time service.

4. Lack of Entry-Level/Budget Segment Focus

1. **Gap:** Starting packages from ₹1.5L+ may deter lower-income or first-time homeowners.
2. **Opportunity for Renoswift:**
 - a. Launch “**Lite Makeover**” packages starting from ₹50k–₹1L:
 - i. Cosmetic improvements like tile overlays, new fixtures
 - ii. Ideal for renters, bachelor pads, or budget makeovers
 - b. Tap into the **younger, cost-conscious urban demographic**.

5. Minimal User-Generated Content & Community

1. **Gap:** BathXpertz has few community-driven campaigns or user-centric testimonials beyond curated content.
2. **Opportunity for Renoswift:**
 - a. Encourage **UGC** (user-generated content) like:
 - i. #MyRenoswiftReveal campaign
 - ii. Video testimonials in regional languages
 - iii. Reward referrals with cashback or home décor kits
 - b. Build a **lifestyle community**, not just a customer base.

6. No Smart-Tech Integrations or Product Innovation

1. **Gap:** While BathXpertz uses 3D visualization, they don't offer **smart bathroom products** or IoT-enabled upgrades.
2. **Opportunity for Renoswift:**
 - a. Introduce “**Smart Bath**” upgrades:
 - i. Motion sensor taps, water-saving digital showers, anti-bacterial tiles, Alexa-integrated mirrors
 - ii. Highlight eco-friendly, futuristic bathroom tech
 - b. Become the **tech-savvy choice** for Gen-Z and millennial homeowners.

7. No Loyalty or Subscription Programs

1. **Gap:** No formal **loyalty points**, repeat customer benefits, or **EMI-based subscription models**.
2. **Opportunity for Renoswift:**
 - a. Create a **subscription-based renovation model**:
 - i. Pay monthly for upgrades, minor maintenance, and bathroom refresh kits
 - ii. Introduce “**Design Upgrade every 3 years**” model
 - b. Offer **reward tiers** for returning clients (e.g., bronze, silver, gold status)

Summary

