

SAINT-GOBAIN MYHOME OPENS ITS FIRST- EVER PHYGITAL 'IDX STORE' IN CHENNAI

Chennai, 21 February 2024: Saint-Gobain has launched an Immersive Diverse Experience (IDX) based MyHome store in Chennai. This flagship project of the Homes and Hospitality division of Saint-Gobain India will revolutionize the buyer experience by offering a captivating journey tailored to diverse consumer personas.

The MyHome IDX experience is a sensory adventure that unfolds into two distinctive journeys within the store. On the ground floor, an immersive Inspiration Decor journey appeals to emotionally driven customers seeking creative inspiration for their homes. The first floor presents an Interactive Digital journey, targeting logically inclined individuals who prioritize detailed product information and functionality.

Speaking on the occasion, **Hemant Khurana, Managing Director - Mortars and Homes business, Saint-Gobain India**, said, "The launch of the MyHome 2.0 IDX store in Chennai is a significant milestone in our journey to redefine the home solutions landscape, providing homeowners with access to innovative and sustainable products that elevate their living spaces. IDX brings transformative phygital experience to life offering a diverse and immersive journey that appeals to every customer."

The role of digital technology in enhancing the in-store experience, providing interactive tools, and demonstrations has been leveraged to empower customers. Through extensive consumer studies, MyHome IDX has streamlined the consultation process, integrating interactive and gamified approaches to effectively communicate technical benefits to consumers. In addition to catering to the needs of homeowners, the MyHome IDX also serves as a hub for architects, interior designers, and home construction professionals seeking inspiration and guidance for their projects. With trained in-store consultants on hand to provide personalized assistance and expert advice, customers can embark on their home improvement journey with confidence and ease.

About Saint-Gobain

Worldwide leader in light and sustainable construction, Saint-Gobain designs, manufactures and distributes materials and services for the construction and industrial markets. Its integrated solutions for the renovation of public and private buildings, light construction and the decarbonization of construction and industry are developed through a continuous innovation process and provide sustainability and performance. The Group's commitment is guided by its purpose, "MAKING THE WORLD A BETTER HOME".

€51.2 billion in sales in 2022

168,000 employees, locations in 75 countries

Committed to achieving Carbon Neutrality by 2050

For more information about Saint-Gobain India, visit <https://www.saint-gobain.co.in/>