



Elevate Your Bathroom with GROHE Cubeo: Designed to Match, Built to last

~The Perfect Fit for Every Space

- *GROHE Cubeo faucet matches round and square shapes to meet different interior tastes*
- *Available in Chrome or Matte Black and in different sizes, GROHE Cubeo complements any aesthetic*
- *As the heart of the faucet, GROHE SilkMove cartridge guarantees reliable performance for years to come*

New Delhi, XXX March 2025 | GROHE, the global leader in complete bathroom solutions and kitchen fittings, has officially launched its highly anticipated Cubeo Collection in India. First introduced at ISH 2025 in Frankfurt, this cutting-edge collection is now available for order nationwide. Designed to seamlessly integrate into a variety of bathroom aesthetics, the GROHE Cubeo Collection embodies a harmonious fusion of sleek, contemporary design and advanced technology. With its refined lines, premium finishes, and intelligent water-saving innovations, Cubeo is crafted to enhance every bathroom setup, from minimalist modern spaces to luxurious, statement interiors.

The Cubeo Collection is designed to elevate everyday living with sustainability at its core. Engineered for precision, it features SilkMove® Cartridge technology for smooth, long-lasting performance and EcoJoy® Technology to optimize water use without sacrificing efficiency. Its soft-square aesthetic blends seamlessly with diverse bathroom styles, making it a perfect choice for modern homes and commercial spaces.

The collection's versatile design language makes it an ideal complement to various bathroom trends, from warm Coconut Milk tones paired with Chrome fixtures to bold Rubber or Monument color schemes enhanced by Matte Black fittings. Available in multiple sizes including XL options, Cubeo is designed to create a cohesive look across the entire bathroom.

Ms Priya Rustogi, Leader India & Subcon, LWT IMEA, shared her excitement about the launch, stating, “As urban living evolves, the demand for solutions that seamlessly blend sophisticated design with water conservation has never been greater. The Cubeo Collection strikes the perfect balance between versatility and long-lasting performance. Whether enhancing a bold, modern space or complementing a timeless, understated aesthetic, the design and technology ensure smooth functionality for years to come. Available in a range of classic colors and finishes, Cubeo offers exceptional flexibility for creating stylish, sustainable bathroom environments.”

With this launch, GROHE continues its commitment to redefining modern living by combining cutting-edge technology with elegant design, offering a bathroom collection that is both visually stunning and intelligently designed for the future.

Now available across all GROHE outlets and partner retailers nationwide, the Cubeo Collection invites homeowners, architects, and designers to experience a new standard in elegance, efficiency, and sustainability.

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About GROHE

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings. Since 2014 GROHE has been part of the strong brand portfolio of LIXIL, a manufacturer of pioneering water and housing products. In order to offer “Pure Freude an Wasser”, every product is based on the brand values of quality, technology, design and sustainability.

The brand offers life-enhancing product solutions as well as services with its dedicated portfolios GROHE QuickFix, GROHE Professional and its premium sub-brand GROHE SPA. All cater to the specific needs of GROHE’s professional business partners and their differentiated target groups.



With water at the core of its business, the brand contributes to [LIXIL's Impact Strategy](#) with a resource-saving value chain: from CO2-neutral* production, the removal of unnecessary plastic in the product packaging, all the way to water- and energy-saving product technologies such as GROHE Everstream, a water-recirculating shower.

Thanks to the hybrid communication ecosystem GROHE X, the brand provides further impulses for the industry. Whether digitally on the [brand experience hub](#), physically or hybrid in the GROHE X Brand & Communication Experience Center in Hemer, Germany or on the road with the GROHE X Motion Trucks, the brand connects people to contribute to LIXIL's purpose to "make better homes a reality for everyone, everywhere".

Includes CO2 compensation projects, more on grohe-x.com/sustainability

About LIXIL

LIXIL (TSE Code 5938) makes pioneering water and housing products that solve every day, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to make high quality products that transform homes. But the LIXIL difference is how we do this; through meaningful design, an entrepreneurial spirit, a dedication to improving accessibility for all, and responsible business growth. Our approach comes to life through industry leading brands, including INAX, GROHE, American Standard, and TOSTEM. Approximately 53,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day. Learn more at www.lixil.com

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