

TOWARDS A FUTURISTIC KITCHEN WITH METRIKA

Metrika - Futuristic Modular Solutions is one of the fastest growing and most preferred brands of Modern Modular Kitchens Modular Kitchen Solutions with their showrooms located in Mumbai, Pune and Ahmedabad.

A conversation with Mr. Vasant Vasudev, Managing Director, Metrika, gave us a wonderful insight into the modular kitchen industry in India and the evolving trends.



How would you describe Modular Kitchen Industry in India?

With an ever increasing urban population and higher disposable income, people these days are looking to invest in better homes that come with well-fitted kitchens they can be proud of.

Although this market is still in its infancy, it certainly has a massive growth potential. Currently this industry is fuelled by unorganized players that include both local and established brands. People from all backgrounds are aspiring to live a more contemporary lifestyle, which is compelling them to consider a modular kitchen as well in their home.

With rising demand, a new sector is slowly disrupting the existing modular furniture industry - Kitchenware and kitchen appliances.

Furthermore, the concept of a nuclear family is growing and people are looking for apartment style homes. This demand is driving the rise of housing projects which now incorporate the latest kitchen fittings including modular kitchens.



How can one create a functional yet personalized kitchen?

Each Kitchen is unique and can be fully customized to individual requirements without compromising on functionality and design.

Our experienced and well trained design team is consulting and supporting the customer to combine individual requirements with comfort, maximum storage space and an outstanding design.

What is your opinion about market Competitiveness?

The market is highly competitive, and as a player in the modular kitchen segment, we have never focused on competition as we view ourselves as different in the chosen league of players in the market. This in turn is helping us to project our business to the pinnacle as one of the strongest.

What are the evolving trends in Kitchen?

Kitchen design trends are continuously evolving. Consumers are now more opting handle-less kitchens that are designed to suit minimal, straight - line design sensibilities.

What is your current market reach? How do you plan to extend it further?

Having the capacity to install 7000 + kitchens in a year, we have fully operational stores in Mumbai, Pune and Ahmedabad. We are also in the process of opening 10 stores across PAN India. Pune and Ahmedabad store have high end different types of kitchens which itself is the start of futuristic modular lifestyle. The store also has high end bedroom sets with designer headboard and wardrobes with finest designs to provide unique selling experience to our customers.

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