

Metrika: Designing European Style Modular Kitchens Following Ergonomic Standards

The trend of modular kitchen came from Europe hitting India with numerous ways of styling the heart of a home. With time unfolding, every household accepted the trend and soon fashioned a customized, user friendly and stylish looking kitchen. “After 15 years in this industry, I have seen the space growing from single digit to double digits and looking at the growing acceptance/requirement of modular kitchen, expecting it to reach 70 percent in the near future,” reckons Vasant Vasudeo, Director, Metrika. This Mumbai-based Modular Kitchen Service provider has witnessed the entire revolutionary transformation of the industry and reigns the space in Pune, Mumbai and Ahmedabad.

Styles that travel oceans and continents have made unmatched creations for the Indian platform, so does Metrika while playing the perfect bridge to present extremely elite international kitchen designs that are adapted to Indian standards for higher rate of acceptance. Designing ergonomically viable kitchen spaces, its stylised aura stands determined on providing services with its 360° approach known to gratify kitchen agonies since its inception. Having an in-born flexibility trait, Metrika approves of any level of customization and offers various product finishes including laminates, acrylic, lacquered, glass, stone, veneers and several others and designs kitchen that comes in L shape, U shape, straight, island and parallel shaped.

Elan of Emancipation

Acting as a one-stop-design chain, Metrika extends its offerings from design to installation confined in the hands of experts only. Its in-house designers understand customers requirements and translates them into designs/products that are exactly the replica of the client’s dream. Following international ergonomic standards, the designers first comprehend clients requirements in terms of space, size, height, storage and other features that they look in their smart kitchen, post


which the layouts are given life using only international standard/quality material sourced from global OEMs across India, Spain, Germany and Europe. Being in the good books of Metrika’s vendor list isn’t easy. “A vendor is finalized or empanelled only after our in-house quality check engineers certify them,” says Vasant.

Metrika has also obtained OEM partnership with internationally renowned brands such as Hafele & Blum for kitchen accessories and appliances correlating with the designs and functionality of the kitchens. This is why Metrika provides five-year warranty on its products, while one year customer support that includes free installation services and product replacement for any manufacturing defect. Its full-fledged CRM team for services and grievances further ensures attending the calls in 24 hours and closing the tickets within 48 hours.



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One of the first to bring international patterns and products to India, Metrika religiously follows international exhibitions and trade fairs to learn about the new technologies & products within the industry and brings those that can best fit the Indian taste. Comprising of a fairly large design team and an international designer who keeps exposing top international trends to his peers, Metrika is the modular kitchen designer where your needs will meet its end.

In the next six months, the company will crack three new markets while around 20 in the next five years. Metrika also expects to venture into new verticals in exports. 



Vasant Vasudeo,
Director