



A graduate from Gujarat, Asutosh Shah had been a qualified chartered accountant, before he became the first employee of Duravit in India. He started Duravit business in India from scratch. During last 8 years he has been driving force to bring Duravit India to its present state. Single handedly and as only Indian on board of Duravit India, he drove Duravit business in India taking care of nearly all aspect of business including business development, team building, motivation, strategic matters and protecting interest of shareholders.

From two employee base in 2003, Duravit India has today employed more than 300 employees in span of 7 years. The sales grown multi fold through stable and established base of customers. Duravit India has potential to be a leading player in the sector in time to come and Asutosh deserves big credit for this commendable achievement.

Duravit India Pvt Ltd is Indian subsidiary of the renowned German brand Duravit, which supplies living bathrooms the world over. Characterized by the dominance of a few national players and countless regional ones, the Indian sanitary ware market back then had yet to warm up to imported brands that were steeped in design and promised a better quality of life.

That was also the time when changes in lifestyle became perceptible in choice cities across the country. International brands from the world over forayed into the country and wheels of what can be called a “design renaissance” were set in motion. For home-makers, designers & architects and the trade, this translated into an increasing demand for innovative and world-class design. Riding on this propitious wave and solid demand, Duravit India brought “good design” home from Germany and carried forward the legacy of the Duravit brand successfully in India.

The Indian sanitary ware market has never had it better with outstanding, award-winning design. With its oeuvre of signature designs, the Duravit brand has endeared itself to the design connoisseurs and the who’s who of the industry. The end-consumer is fast catching up, too.

Building Growth, Setting Lifestyle Standards

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Understandably, within a span of 7 years, the Duravit brand in India has propelled itself to the position of one of the most loved designer brands in the market.

As a background, Asutosh Shah has been working since last 24 years with large public and private limited companies. Initial exposure was mainly in industrial finance, corporate treasury management and Investment appraisals. Later he was holding responsible position in Investment banking firm in capacity as advisor to corporate for mergers, restructuring, syndication of private equities & debt and business valuation.

On the other hand, Duravit is a full-line manufacturer, which focuses on the diversity of its range like almost no other sanitaryware manufacturer. From the low-priced Euroline, via the mid-priced Profiline, to the higher-priced Studioline, from no-fuss forms to design bathrooms by Philippe Starck, Michael Graves, Massimo Iosa Ghini, Sieger Design or Norman Foster - Duravit caters to every budget and lifestyle and offers bathroom design "from jeans to dinner jacket".

Duravit sets itself the goal to regularly launch innovations and new products on the market. These include for example the easy-clean 'Wundergliss' protective surface, the no-water urinal 'McDry', 'Change', the first mirror range worldwide with adjustable lighting that can be changed freely and with the twist of a knob from "cold" to "warm", or the 'Sundeck' bathtub for indoors and outdoors, covered by a padded, fold-out 'relaxation deck' for lying in complete comfort, transforming the installation into a versatile ensemble with numerous uses.