



REHAU India: Leading the Way in Polymer-Based Interior Innovations

Shweta Singh | The CEO Magazine

REHAU India, a subsidiary of the global REHAU Group, has established itself as a leader in polymer-based innovations. With a legacy of 75+ years globally and a robust presence in India, the brand is redefining how consumers approach modern living spaces. Operating primarily in the furniture, construction, and automotive sectors, REHAU India focuses on offering sustainable, durable, and aesthetically superior solutions tailored to the needs of urban lifestyles.

A Journey of Leadership and Vision

Guiding REHAU India's journey is Mr Tushar Verma, Executive Vice President, whose career spans diverse industries. His rich experience has been instrumental in shaping the brand's vision of customer-centricity and innovation. *"I've learned that success comes from understanding customer pain points and addressing them with meaningful solutions,"* he reflects. Under his leadership, REHAU India is not just delivering products but providing transformative solutions that enhance living and working spaces.

Innovation at the Core

Since its inception, REHAU has been driven by the principle of innovation. Entering the Indian market with a mission to bring global standards to local consumers, the brand combines cutting-edge technology with thoughtful design. Its product offerings, including furniture edgebands, surface finishes, laminates, and solid surfaces, address the growing demand for space-saving, multifunctional, and eco-friendly solutions. *"Our products, like the RAUVISIO Riviera Acrylic Laminate collection, blend coastal elegance and practicality. Within days of its debut, it became our best-selling product in the laminate category,"* Tushar notes proudly.

Addressing Industry Challenges

In an industry where durability, aesthetics, and sustainability often seem at odds, our solutions bridge that gap beautifully," says Tushar. The company's uPVC edgebands



TUSHAR VERMA
EXECUTIVE VICE PRESIDENT - REHAU

not only offer a sleek finish but also enhance furniture's lifespan. Beyond functionality, REHAU's focus on energy efficiency and eco-conscious production aligns with global environmental standards, ensuring their solutions are both high-performing and sustainable.

A Competitive Edge

What sets REHAU India apart is its dedication to quality, innovation, and environmental responsibility. Leveraging its global expertise, the brand offers customisable solutions that resonate with Indian consumers. Tushar notes, "We don't follow trends; we aim to set them, especially in terms of sustainable living and energy-efficient solutions." This vision, coupled with a deep understanding of consumer needs, has cemented REHAU's position as a preferred partner for architects, designers, and homeowners.

Milestones and Impact

REHAU India measures success not just in numbers but in the value it delivers to its customers. The brand's recent achievements include expanding its local manufacturing capabilities, launching new product lines, and receiving recognition for its sustainability initiatives. *"Every time our solutions are integrated into a home or office, and we get positive feedback, that's success to us,"* says Tushar

Staying Ahead of the Curve

Breaking into the Indian market presented initial challenges, including building brand awareness and trust. By staying true to its principles of quality and innovation, REHAU India overcame these hurdles. Rapid technological advancements have further revolutionised its operations. Tushar shares, *"We utilise a fully automated production line for edgebands, ensuring precision, consistency, and efficiency at every manufacturing stage."* Automation in manufacturing ensures precision and consistency, while cutting-edge designs enable the brand to offer personalised solutions that cater to modern needs.

Future-Forward Vision

Looking ahead, REHAU India's vision is to lead the polymer solutions industry in innovation and excellence. The brand plans to expand its local manufacturing footprint, deepen collaborations with industry stakeholders, and introduce advanced, customisable products. With sustainability as a core value, REHAU aims to shape modern interiors while addressing the evolving demands of urban living. *"From utilising recycled materials to minimising waste, we are dedicated to reducing our environmental footprint,"* Tushar asserts. "We've gone for large plantation drives, contributed to the Swachh Bharat movement and tackled waste through concentrated efforts wherever possible."

Words of Wisdom

Advising aspiring entrepreneurs, Tushar says, "Stay curious and never stop learning. At the same time, stay true to your values. Build relationships, seek mentors, and always be open to feedback. And most importantly, be patient — success doesn't come overnight, but with perseverance, you can make a meaningful impact." "This is an exciting time for the industry, and at REHAU India, we're proud to drive this transformation. Our goal is to enhance lives through sustainable, innovative solutions, shaping a more efficient and beautiful world," concludes Tushar.