



ASHBORN COLLECTIVE PVT. LTD.

RIZWIN RASHID

An Entrepreneurial Perspective That Looks Beyond Products to Markets, Relationships and Possibilities

Kaushal Kumar | The CEO Magazine

Every business begins with an idea, but the journey that follows often reveals opportunities that were not visible at the start. For Rizwin Rashid, Founder & Managing Director of Ashborn Collective Pvt Ltd, that journey began with furniture and gradually expanded into institutional supplies, sustainable products and manufacturing. What connects these ventures is a consistent focus on understanding demand, building dependable supply and creating relationships that last.

Rashid does not see himself as an entrepreneur confined to a single industry. His experience across different markets has taught him to look beyond a product and understand the larger requirements surrounding it, from sourcing and quality to logistics, customer expectations and execution. The result is an evolving business group with interests spanning specialised luxury furniture, mainstream and office furniture, institutional products and sustainable solutions.

"I see myself first and foremost as an entrepreneur rather than someone confined to a single industry. My entrepreneurial journey has taught me that businesses evolve when you are willing to understand markets beyond your original comfort zone," Rashid says.

That mindset has shaped the journey from a specialised furniture venture to a broader entrepreneurial ecosystem.

The First Chapter

The first major chapter of Rashid's journey took shape with JF living, a specialised luxury furniture brand centred on Mother of Pearl and Bone Inlay craftsmanship. The business was built around intricate craftsmanship, statement pieces and highly individualised designs, offering a distinctive proposition within the Indian furniture market.



Its portfolio includes consoles, cabinets, tables, mirrors, bedroom and living-room furniture, along with bespoke products. Over time, the brand developed relationships with luxury homeowners, architects, interior designers, corporate clients, hospitality brands and prominent personalities. Its furniture has found a place in hospitality establishments, including Taj, Hilton, Vivanta and Novotel, while its clientele has also included organisations such as Muthoot, KRS, Prestige and Yenepoya University.

The brand's work with prominent personalities, including Soubin Shahir, Parvathy Thiruvoth, Prayaga Martin and Aparna Balamurali, added another dimension to its journey. A notable milestone came when Architectural Digest featured its furniture in connection with actor Soubin Shahir's residence.

The early years also brought lessons in sourcing, craftsmanship, quality control, logistics and customer preferences. More importantly, they gave Rashid a close understanding of how different customers value furniture and what they expect from a supplier.

“

ONE OF THE MOST IMPORTANT LESSONS FROM THOSE EARLY YEARS WAS THAT ENTREPRENEURSHIP IS RARELY ABOUT HAVING EVERYTHING FIGURED OUT FROM DAY ONE. IT IS ABOUT LEARNING QUICKLY, ADAPTING AND CONTINUING TO MOVE FORWARD.”

That learning eventually led him to look beyond the specialised luxury segment and explore a much wider furniture market.

Seeing Beyond the Niche

The experience with JF living showed Rashid the potential of a broader opportunity: customers looking for quality furniture at more accessible and commercially practical price points. This led to the development of Ashborn Furniture, which focuses on the mainstream and upper-mainstream market.

Its portfolio includes teak furniture, sofas, beds, tables, storage units and other home furnishings, along with office furniture. Office chairs have become a particularly significant segment, with approximately 4,000–6,000 chairs sold annually across different categories and requirements.

The move from a specialised luxury category to a wider market expanded the business while also strengthening Rashid's understanding of sourcing, pricing, customer service and fulfilment. It demonstrated how experience gained in one segment could be applied to another without losing sight of the fundamentals that support a business.

As the furniture businesses developed, however, the opportunity was no longer limited to furniture itself. The capabilities built around sourcing, supply and customer relationships began to point towards another market.

Building Around Reliability

That shift led to Ashborn Collective Pvt Ltd, which operates in institutional and sustainable product supply. The business supplies biodegradable garbage bags to hospitals, universities and other institutions, with an annual supply volume of approximately 150–200 tonnes. Its portfolio also includes non-woven carry bags, disposable gloves, disposable drapes and surgical gowns.

Institutional procurement operates differently from luxury or mainstream furniture. Large recurring requirements place greater emphasis on consistency, compliance, pricing efficiency, logistics and dependable delivery. Entering this space therefore required Rashid to apply the lessons of his earlier ventures in a different operating environment.

The objective has been to build relationships in which reliability is as important as the product itself. "Our objective across these businesses is to become a dependable supplier rather than simply another product vendor. For institutional customers, reliability of supply can be as important as the product itself," Rashid shares.

This approach also explains why diversification has become an important part of the group's strategy. JF living brings specialised expertise and craftsmanship; Ashborn Furniture serves a broader consumer and corporate market, while Ashborn Collective addresses recurring institutional requirements. The products differ, but the underlying capabilities remain connected.

People, Systems and Trust

Managing businesses across different categories has brought its own challenges. Furniture and institutional supplies operate according to different customer expectations, volumes and logistics requirements. Scaling also creates pressures around sourcing, inventory management, quality control and human resources.

Rashid's response has been to strengthen systems gradually and develop an organisation that can respond to changing circumstances. He believes customer trust is built through good quality and dependable service, while sustainable growth requires people who understand their responsibilities and have the confidence

to make decisions. That has influenced his leadership approach as the businesses have grown. *“Leadership has taught me that you cannot build a successful company by trying to do everything yourself. A leader has to create systems, develop people, delegate responsibility and give teams the confidence to make decisions.”*

The same philosophy extends to talent. Employees are encouraged to take ownership, develop professionally and continue learning as the businesses evolve. For Rashid, the fundamentals remain clear: quality, integrity, customer commitment, adaptability and long-term relationships.

“

THEY WILL TRY TO BURN
ME DOWN, NOT KNOWING
IM ALREADY ASH. AND
ASHES DONT CATCH
FIRE TWICE” - DIRECTOR
- ASHBORN COLLECTIVE
PVT LTD

Staying close to the market is equally important. Customer conversations, supplier relationships, industry developments and changing purchasing patterns help identify where demand is moving. That habit of looking beyond existing categories is now opening another chapter in the group’s evolution.

The Road Ahead

One of the most important current initiatives is the entry into biomass briquette manufacturing and supply, targeting large institutions across South India. The project involves developing reliable sourcing, manufacturing capacity, quality control and institutional distribution.

The move takes the group further into manufacturing and sustainable energy-related solutions while drawing

on its experience in large-scale institutional supply. The existing biodegradable garbage bag business is already aligned with the growing interest in environmentally responsible alternatives, and biomass briquettes represent another opportunity where sustainability and commercial scalability intersect.

Rashid shares, *“I believe the future will belong to businesses that can combine quality, sustainability and scale.”* The broader vision is to build a diversified business group with strong foundations across furniture, institutional supplies, sustainable products and manufacturing, with ambitions to build recognition across Kerala and India and eventually international markets. For Rashid, success therefore extends beyond the growth of any single venture. It means earning customer trust, building healthy systems, maintaining reliable operations and creating the ability to identify tomorrow’s opportunities.

His advice to entrepreneurs reflects the lessons of his own journey: *“Start before everything is perfect.”* He encourages aspiring entrepreneurs to understand their customers, know their numbers, establish why people should choose them, and focus on cash flow, reputation and operational discipline rather than simply appearing successful. Most importantly, he believes entrepreneurs must remain willing to evolve.

The journey from specialised Mother of Pearl and Bone Inlay furniture to mainstream furniture, office chairs, institutional products and sustainable manufacturing demonstrates that evolution in practice. For Rashid, the product may change as the market changes, but the principles remain constant: identify demand, build reliable supply, execute consistently and develop relationships that endure.

“The common thread through all of these ventures is not the product itself. It is the ability to identify demand, build reliable supply and create long-term relationships.”

That perspective now defines the road ahead. The ambition is not simply to build another successful business but to create organisations capable of adapting, growing and creating value well beyond the founder himself.

“For me, entrepreneurship is ultimately about creating something that can outgrow its founder. The goal is not merely to build a successful business today but to create organisations that can continue to grow, adapt and create value for customers, employees and society for years to come,” Rashid reflects.