



Amit Shah,
Managing Director,
CMC

"Flooring is classified primarily by the area of installation as industrial, commercial and residential and its types are -stones including natural and engineered marble and quartz, Ceramic tiles, Bamboo, Laminate, Vinyl"



Chirag Shah, Head
India Operations

"This is a very of thing as majority the market in India is still controlled by the unorganised players and there are no real figures to substantiate actual market size"



Rahul Bhatt, Managing
Director, Cherry Hill
Interiors Ltd.

"Nowadays Carpet tiles are preferred as a flooring material. One of the major benefits of carpet tiles is that irremediably damaged tiles can be easily replaced"



Dinesh Vyas, Senior
Vice President –
Marketing, H & R
Johnson Division,
Prism Johnson Limited

"Housing, for sure is a key driver! Sizeable demand is also coming from renovation which generally happens at the time of ownership change or generally, at intervals of 10-12 years"

Floorings industry poised for growth

In the recent past flooring industry has witnessed many changes in terms of quality, design, adoption of newer techniques etc. Introduction of newer spaces, demand for modern and efficient flooring, aesthetics etc are fuelling the growth of the industry. Writes Samruddhi Chitnis

Flooring plays an integral part on the reflection of a space that it creates on the user. It is important to realise that although our first interaction with a space is a visual one, the first physical contact a person will have with the space will be the flooring.

Flooring industry has flourished extensively in India. Today various companies have become more and more advanced in terms of offering more options in the flooring arena. Such companies today provide variety of trendy and premium flooring solutions, bringing international technology and quality to customers in India.

Some of the most appreciated floorings include laminates and engineered wooden flooring. "Flooring is classified primarily by the area of installation as industrial, commercial and residential

and its types are -stones including natural and engineered marble and quartz, Ceramic tiles, Bamboo, Laminate, Vinyl," says Amit Shah, MD, Classic Marble Company.

Many beautiful spaces exist in different areas (commercial, residential, industrial) yet they don't function as they should, simply because the flooring finish is wrong or completely impractical. Like any other industry, flooring is also undergoing interesting changes. Sustainable, eco-friendly materials etc are the latest change in the flooring industry. Instead of old-fashioned vitreous tiles or marble, people want to go for the beautiful decorative effects of engineered woods or even the convenience and durability of laminates.

As far as flooring market in India is concerned, it's foreseeing a rising demand due to innovation and adaptation of recent flooring techniques. Talking about the flooring industry in India, Chirag Shah, Head of Operations, Xylos India, says, "This is a very of thing as majority the market in India is still controlled by the unorganised players and there are no real figures to substantiate actual market size. But if we had to estimate the same we would say the market would be roughly of 15 million Sqmtrs which in revenue terms would be of roughly INR 1000-1200 crores and growing at a CAGR of approximately 10-15% year on year."

Adding to this Rahul Bhat, MD, Cherry Hill Interiors says, "Nowadays Carpet tiles are preferred as a flooring material. One of the major benefits of carpet tiles is that irremediably damaged tiles can be easily replaced. Carpets being items with longer lead time the selection needs to be made earlier and is preferably to be done in the planning/ design stage to avoid any delays due to lead time & fast track projects."

There are various factors responsible for the growth of flooring. Factors such as introduction of spaces, customer needs and satisfaction, climate, cost etc are key drivers for rising demand of flooring. Dinesh Vyas, Senior Vice President – Marketing, H & R Johnson Division, Prism Johnson Limited, strongly believes that residential segment is instrumental for the growth of flooring. He says, "Housing, for sure is a key driver! Sizeable demand is also coming from renovation which generally happens at the time of ownership change or generally, at intervals of 10-12 years.



Vikas Kesarkar,
CEO, Lioli

Ceramica Pvt Ltd.
"Look, function, cost, ease of maintenance and durability are some of the criteria to be kept in mind while selecting the flooring material"



Firdaus Variava,
Vice Chairman,
Bharat Floorings
and Tiles

"Terrazzo is an extremely versatile material which allows its use to extend beyond flooring, walls and table tops as well"



Parul Mittal -
Director, Greenlam
Industries

"I feel engineered wood floors will continue to rule the market due to their durability and elegance"

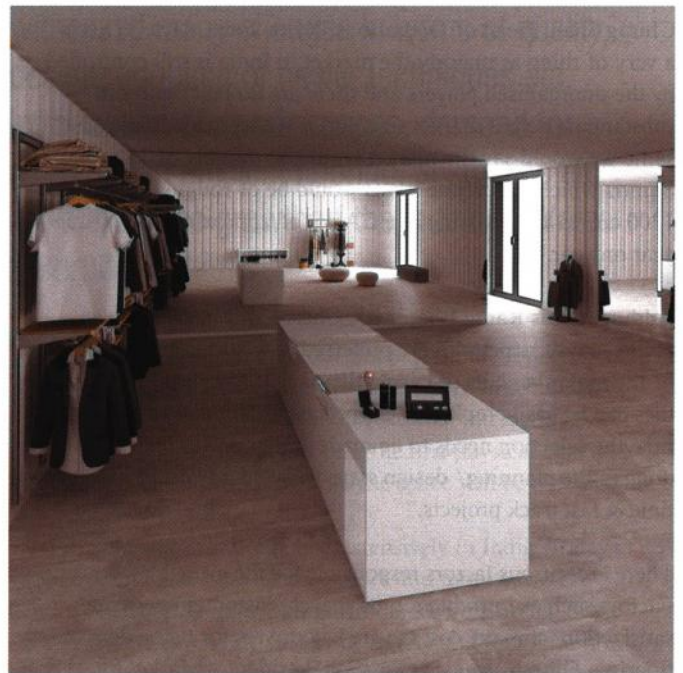


Rise in commercial space and rising acceptance of heavy duty ceramic tiles as flooring in Industrial segment are the other two avenues for flooring suppliers both in new construction as well as renovations.”

As far as selection is concerned, factors like aesthetics, cost, performance, maintenance and sustainability play an important role. With changing times and trends the flooring industry also has made some remarkable additions and alterations. “Look, function, cost, ease of maintenance and durability are some of the criteria to be kept in mind while selecting the flooring material. For residential flooring, one may choose to install tiles in matte or polished finish based on the interiors of the space however for office flooring, matt tiles are the preferred choice as glossy or polished tiles are reflective,” exhorts Vikas Kesarkar, CEO, Lioli Ceramica.

Looking at the current demand, the flooring industry is likely to see further growth in the months to come. Many traditional materials are witnessing a revival now. For example, Terrazzo has seen a resurgence as it has a beautiful look and has very little maintenance. “Terrazzo is an extremely versatile material which allows its use to extend beyond flooring, walls and table tops as well,” points out Firdaus Variava, Vice Chairman, Bharat Floorings and Tiles.

On the same lines Parul Mittal, Director, Greenlam Industries Ltd.says, “I feel engineered wood floors will continue to rule the market due to their durability and elegance. Currently, the



top three flooring trends are herringbone, parquet and the good old straight planks, each lending their own special touch to your home. Talking about the Herringbone collection by Mikasa Real Wood Floors, this design helps you bring some dynamism and dimension to your room as it's an arrangement of rectangles usually set on an angle for a more dramatic visual effect.” ▲

samruddhi.chitnis@saffronsynergies.in

