



platform - has turned into a business-to-consumer (B2C) venture with the launch of an online interior designing portal. Sailesh Goswami, founder and CEO of Foyr.com, informs, "The online portal has been developed by our in-house team using our patent-pending interiors definition technology. The B2C platform is designed to arm the consumer with the most-advanced technology tools on desktops and laptops." This, he says, would empower the consumers with a wide range of choices to design their interiors in a few minutes and execute their dream home. The company will launch the mobile version of Foyr in a month.

Goswami further explained that Foyr makes use of 3D design and augmented reality, enabling people to design their interiors online within minutes. These designed interiors can be later executed in collaboration with experts associated with the site. The company has a collection of over 5,000 products and is associated with more than 100 vendors in Hyderabad. The company has also filed three patents for processes developed by its design teams.

The home décor solutions provider raised ₹10 crore from Brick Eagle in Series-A round of funding in February 2015, and ₹6 crore from Astar Ventures

in May 2015. It is looking at expanding its footprint to 13 cities, including Pune and Bengaluru, within this year. Furthermore, it is expecting 1,00,000 users a month on its B2C platform from November this year.

WPC Gaining Ground in India

Wood polymer composite, a globally accepted material, is gradually gaining ground in the Indian market. "India is becoming a popular destination for WPC products. Over the last four years India has witnessed establishment of more than 50 odd manufacturing facilities for making different WPC products including sheets and decking," says Hardik Panchal (h.panchal@hardysmith.org), director of Ahmedabad-based consulting and marketing firm Hardy Smith Designs (P) Ltd, which specialises in this material. He further states that India has overtaken Japan in WPC production with a total installed capacity of more than 60,000 tonnes per year.



"I would say we have been late in understanding and taking interest in this product. Developed countries have been using WPC as a part of their consciousness about greenness. For us

WPC is becoming a necessity," Panchal asserts.

Lack of awareness and reach of the product are challenges being faced by the players in this category, according to him. While some companies have started promoting this product on a large scale, including Century Ply and Alstone, it is expected that soon more WPC brands will emerge.

Sharing more about the challenges, Panchal comments, "There were two techno-commercial challenges - price and screw holding - and these are well understood by the market." According to him, screw holding is moderately perfect and better than in MDF and particle boards, and the screw gap can be refilled with PVC grips with use of solvent cement. "The average cost of WPC sheet matches the cost of wood panel. Importantly, it is 100% recyclable and its user can get at least 15% cost back at any point of time in future."

Panchal informs that his company is developing the injection moulding process for WPC, which can be a great hit in the Indian market. He adds that WPC decking is another application that is likely to catch up very fast. "As a matter of fact, WPC decking is being taken up quite aggressively by architects, interior designers and builders."

Errata

In the March-April 2015 issue, the news "Maruti Interiors Unveils Spitze Storage Range" Shyam Kishor Chanasana was wrongly mentioned as the company's managing director, and his image was placed alongside. The company's managing director is Paresh Lunagaria. The error is regretted. The link to the corrected news is <http://kitchenreview.net/index.php/maruti-interiors-unveils-spitze-storage-range/>