



**Mr. Ravi Nindwani**

Managing Director

(India, Asia and Gulf Region)

Delta Faucet Company India Pvt. Ltd.

**How would you describe the journey of your company since its inception?**

It's been a tough, special journey of a late entrant with limited resources wherein we had to make sharp choices to build a profitable brand even as a lean op.

**What are some of the key products / services offered by the company?**

Delta Faucet offers two of its four brands in India. The flagship premium brand Delta offers robustly engineered faucets, showers, and accessories in trendy designs and in a wide range of finishes. The luxury brand Brizo is for those discerning



customers who like fashion to permeate their entire lifestyle.

**What are company's initiatives to drive sustainability practices for business operations?**

We are a company well known for meaningful innovations with water that genuinely deliver to the goal of a sustainable future for the planet. Some of these are H2Okinetic Technology, ShieldSpray Technology, Touch2O Technology (which save water by as much as 30%) and surface innovations like Lumicoat Finishes which prevent use of chemicals. Beyond product innovation, Delta Faucet Company has also ensured complete recyclability of brass, transfer of fully treated water from our manufacturing facilities to the city for consumer use and a sharp focus on recyclable packaging.

**What are some of the innovative initiatives taken by your company in recent years? How have those initiatives helped your organization?**

In the recent years, we have been focused on developing India specific products for discerning consumers and designers, which deliver unique water experiences and at the same time delightfully surprise the customer with unique designs, crafted details and better ergonomics. We have also devoted a lot of energy and resources to expansion into Tier 2 and Tier 3 cities and today we are a steadily growing, profitable company.

**What are your key strategic priorities for customers and stakeholders to drive long term growth?**

Brand development and development of our people are our top priorities now to drive long-term growth.

