



Modular Kitchen, Cooking Aesthetically

The growth of modular kitchens is primarily attributed to an increase in the number of housing projects, rising disposable incomes, changes in lifestyle and the emergence of nuclear families. Apart from this, changing perspectives on home aesthetics and rise in the number of working women are also expected to drive the growth

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A modular kitchen comprises a range of fixtures and cabinets put together in a planned manner to make way for effective usage of kitchen space. Normally, a modular kitchen consists of wooden cabinets, countertops, internal accessories such as built-in covered baskets; and household and kitchen appliances such as washbasins, dishwashers, chimneys, cooking range/stoves and microwave ovens. It is custom designed, and people can choose from a variety of options, features, colours and patterns.

With modular kitchens making a foray into Indian households, the concept of open kitchens is gaining popularity. "With the tasteful Indian buyers preferring to keep their houses with the same modern outlook, the need for modular kitchens is rising. In order to maintain the balance between the functional as well as the aesthetic aspect of the kitchen, modular kitchen is not only a luxury but a necessity," says Pankaj Sharma, President, Johnson Bathrooms & Johnson Kitchens, H&R JOHNSON (INDIA). The growth of modular kitchen market in India is quite encouraging as the demand is not restricted to one particular class of the society. "The modular kitchen market in India is growing at a

rapid rate in the country. The market is expanding as the demand is no longer restricted to the upper middle class, but is gaining popularity among other socio-economic classes also. The growth in the per capita income of people, coupled with efforts on the part of organised players to offer services at affordable rates, are some of the factors which are providing a boost to the modular kitchen demand in the country," points out Subodh Mehta, Head, Home Furniture Business, Godrej Interio.

People of every class want to have a modular kitchen in their houses. However, the preference for price and choice of kitchen appliances vary with the affordability. In lieu of the above trend, most of the new and upcoming housing units nowadays include modular kitchens, as developers are deploying this technology as a tool to attract customers.

REASONS FOR POPULARITY

Today, consumers are developing an inclination towards smart kitchen setups that integrate the best in functionality, colour, innovation, material and technology. There is a requirement for kitchens which do not just demonstrate visual appeal but also possess revolutionary technology, thus ensuring convenience.

"Today, the consumer psyche is steadily evolving and is driven by virtues of smart built-in kitchen technology. Increasing awareness about the importance of kitchen, focus on designing kitchens, changing lifestyle and higher disposable income have all been the influencers for opting for smart modular kitchens," says Sharma. No doubt, modular kitchens have changed the concepts of kitchens completely. "If you take a look at any stylishly built modular kitchen, you will find them to be highly attractive and very functional. Working in these kitchens is very comfortable as well as convenient for the entire family," opines Mehta. Here are the few reasons why modular kitchens are gaining popularity amongst today's consumers

Planting a stylish kitchen: A beautiful kitchen is a status symbol. A modular kitchen adds to the beauty of a house. The cabinets installed in the kitchen create enough space for storage and are also available in fashionable styles and patterns. The colours of the cabinets can be chosen to match the entire décor of one's home.

Highly flexible: Addition of cabinets and racks from time to time are quite common in such kitchens, thus it is possible to keep on adding new pieces and accessories in the kitchen without hampering the looks of the room.

Convenience of working: A modular kitchen is designed and structured in such a manner that working becomes easier and convenient. The installation of cabinets, drawers and racks is planned keeping in mind that important things must be close at hand while cooking.

Cleaning and easy maintenance: Cleaning and maintaining modular kitchens is easier and simpler when compared to regular kitchens. The materials used in the kitchens are such that they

do not accumulate dirt and can be washed off easily. Modular kitchens have allotted spaces for keeping dishes, utensils, cutlery, jars, and boxes, and so on. It helps in keeping one's kitchen clutter free and adds a style quotient too!

INNOVATIVE PRODUCTS

As the competition is hotting up, several companies are introducing new products into the market to increase their market share, with design thinking and innovation at the core of their business. Godrej Interio has always transformed lives- be it by design, customer service or technology.

For example, Godrej Interio provides products which have parallels in home and office spaces. Based on user-centric approach, a product like 'Broadway' sofa, can adapt to any home space like building blocks to 'Dfine' OPOS in office space which cater to a plethora of activities leading to happy and productive work environments. "With users' storage needs never being constant, Godrej Interio have developed 'Kreation X2' wardrobe, which can be extended or re-configured accordingly and 'Gain' storage in office spaces which can adapt to any scale of storage needs. Over and above this, Godrej Interio provides customised solutions for kitchens keeping in mind the Indian users in terms of ergonomics and usage patterns," claims Mehta.

Likewise, Nobilia LINE N and Nobilia SENSYS are the two most innovative products from H & R Johnson. Nobilia launched its new range of handleless kitchens known as LINE N kitchens. It comes in high quality lacquer fronts or crafted matt fronts with seamless, laser-welded edges. "This trend is slowly advancing to the ranks of new designer kitchens. LINE N kitchens are available in 3 ranges and 13 front designs," says Sharma. On the other hand, Nobilia SENSYS marks the latest generation in hinge technology. "Just a light touch – and the door close smoothly and silently. The

