

# Tiara Kitchens

## *A Passion Play*

*Make no little plans; they have no magic to stir men's blood . . . Make big plans; aim high in hope and work.*  
– Daniel Burnham, American architect (1846 – 1912)

Paritosh Patel practically grew up in his dad's hardware store in Ahmedabad. Darshan Hardware, the brainchild of Dashrath Patel, is a landmark in the hardware business here. As India's first air conditioned hardware showroom (est. 1978), it was a popular spot for architects, interior designers and end users to check out the latest high end imported hardware goods, including a wide range of kitchen hardware, fittings and accessories.

What always caught young Paritosh's eye were the beautiful things on display in the kitchen department. It was here that he began dreaming of manufacturing European style kitchens himself. "I was always attracted to the kitchen industry because of the creativity, the design, and new products. Every day you have a new task, a new design," he told *Wood News*.

When Paritosh told his father about his dream, he was initially met with resistance. "All my life I have been in the trading business," explained Dashrath, "and this was a manufacturing business. At that time modular kitchens was a very new concept for India, so I told him, 'We can't. We don't know anything about this industry'".

However, Paritosh displayed tenacity far beyond his age. On his own, he started sourcing materials, manufacturing carcasses and doing kitchens. It was a trying time: the industry was still in a nascent stage, and Paritosh experienced teething troubles such as not getting materials delivered on time or of the quality he wanted. The young Patel eventually convinced his father to invest in setting up their own modular kitchen factory. And despite the initial challenges, Paritosh's commitment to creating only the best products has paid off.

"He is a very hard worker and is absolutely dedicated to producing the best quality kitchens. If he is not satisfied, he will not allow the factory to dispatch the material," Dashrath said.

This dedication to quality in every detail has already established Tiara as a brand, not just in Gujarat, but also in cities such as Mumbai. The



Mr. Paritosh Patel at his office in the Tiara Kitchens factory in Ahmedabad.

company is working on setting up a second showroom there. "The kitchens we have designed for Mumbai are different, and factor in the unique tastes of consumers here," said Paritosh. "We are using different materials including glass, solid wood and mirrored skirting which gives a floating-look to the kitchen, adding to the feel of spaciousness."

Tiara's goal is to have the very same quality standards as any imported European kitchen manufacturer, but with sturdiness that is India-proof. They use German hardware, fittings, veneers, coatings and panels and they never compromise on quality. "Most Indian manufacturers are into mass volume. We are not a quantity player – we are a quality player," Paritosh said.

Visitors to the 2,220 sq. ft. Tiara Kitchens showroom in Ahmedabad immediately notice another outstanding feature: the quality of the high gloss PU finish on the shutters. "We have a deep experience in this," said Paritosh. "We know the ins and outs of how to get the best finish. We know when to sand, how much to dry, what nozzle has to be sprayed, etc. It's all in the labour. And it's all hand sanded."

Tiara has a very good basic set up for panel-based cabinet making. The machines include a panel saw, a spindle moulder, two different edgebanders (one for carcass work and one just for shutters), a CNC machining centre, a hot press and a spray booth. "We use the CNC for the drilling and sizing the panels after cutting because we need precision," Paritosh explained. "We do a rough cut on the panel saw and then a final sizing on the CNC. We used to have a boring machine but now we use the CNC for drilling as well because it is more accurate."

There are twelve full time workers at the factory, which can produce about 50 kitchens per month. The production capacity can be increased if needed as well. Tiara is all set to have a booth at *Indiawood 2012* – not for the kitchens, but for components which



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Paritosh personally checks on the quality of the PU finish.

other kitchen contractors can use. "People have been chasing us for six years to sell our shutters. We have glossy PU finish, veneer and Acrylux shutters. For the veneers we are working on some new designs with different colours and finishes."

Now that he is satisfied with the kitchens that he manufactures, Paritosh is focusing his creativity onto developing a line of European style solid wood furniture. "All the prototypes are ready," he said, "and by November end, we will begin final production. We are ready with the materials, design and everything."

Tiara will launch bedroom furniture such as beds, wardrobes, dressing units, and living room furniture including chairs, sofas, TV units, crockery units and dining tables. It promises to be a range of complete home furniture, all in solid wood, built from walnut, oak and beech, all imported from Germany.

And if the success of Tiara Kitchens is anything to go by, this will be yet another winner for the passion-driven entrepreneur. **WN**



A few of the kitchen designs which have been completed by Tiara Kitchens.