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Rising STAR

SHINING A LIGHT ON YOUNG TALENT



Saajid Patel
Director
Aquant

A SPLASH OF INNOVATION THE CHANGING FACE OF BATH SPACES

"Bathrooms are no longer just functional corners of a home—they've evolved into personalized sanctuaries that reflect lifestyle, luxury, and cutting-edge technology. At the forefront of this transformation is Aquant, a brand known for its blend of innovation and design excellence. Saajid Patel, Director at Aquant, shares how the bath fittings and sanitaryware industry is undergoing a bold reinvention—embracing smart technology, sustainable solutions, and bespoke aesthetics to meet the demands of the modern, design-conscious consumer."

How has the bath fittings and sanitaryware industry evolved in recent years?

In recent years, the bath fittings and sanitaryware industry has undergone a remarkable transformation, propelled by an increasing emphasis on sustainability, innovation, and exquisite design. This evolution is underscored by a pronounced shift towards eco-friendly products, characterized by the incorporation of cutting-edge water-saving technologies and the use of sustainable, recycled materials. Moreover, there is a burgeoning demand for bespoke solutions that seamlessly blend functionality with aesthetic sophistication. Contemporary consumers are discerning, seeking out designs that harmoniously integrate with chic, modern interiors. This reflects a larger movement towards crafting bespoke, opulent home environments that epitomize personalization and luxury.

How is smart technology influencing the future of bath fittings and sanitaryware?

Smart technology is profoundly reshaping the bath fittings and sanitaryware landscape, introducing a suite of features that significantly enhance user convenience, efficiency, and hygiene. The advent of innovations such as touchless faucets, smart showers equipped with app-based controls, and automated water temperature settings epitomizes the modern bathroom's transformative journey. These technological advancements not only elevate the user experience to new heights of luxury and personalization but also champion sustainability through sophisticated water management systems that minimize waste and optimize resource consumption. As we stand on the brink of further technological evolution, the seamless integration of IoT and AI promises to redefine bathroom solutions, heralding an era where advanced functionality is matched by unparalleled elegance and precision.



What advancements can we expect in smart toilets and automated bathroom solutions?

The future of smart toilets and automated bathroom solutions is poised for transformation, focusing on personalized health monitoring, enhanced comfort, and superior hygiene. Emerging features like self-cleaning systems, automatic lid sensors, and integrated health diagnostics are setting new standards. Smart toilets now personalize user settings, track water usage, and provide analytics to boost well-being. As technology advances, voice-controlled interfaces and multifunctional solutions will transform bathrooms into sophisticated wellness sanctuaries, blending innovation with elegance.

How do you see the market for luxury vs. budget-friendly sanitaryware evolving?

The sanitaryware market is experiencing a pronounced bifurcation, delineating between luxury and budget-friendly segments. The appetite for high-end, bespoke solutions continues to escalate, fuelled by discerning consumers eager for unique, personalized designs that reflect their sophisticated tastes. Concurrently, the budget-friendly sector is thriving, offering robust options that combine durability with essential functionality at competitive price points. This parallel demand propels manufacturers to innovate across the spectrum, ensuring that all consumers have access to quality sanitaryware tailored to diverse needs and aesthetic preferences.



What are your key focus areas for expansion and growth in the coming years?

In the coming years, our strategic focus is on expanding and enhancing our experience centres, with plans to establish a strong presence in the Delhi and Hyderabad markets. With a robust network of dealers already in place, we are poised to open brand-specific experience centres in these regions, providing consumers with immersive interactions with our products.

We are committed to targeting emerging markets and broadening our product portfolio to incorporate cutting-edge smart technology and sustainable solutions. Our investment in research and development will be vital as we strive to continually innovate and adapt to evolving consumer demands. Furthermore, strengthening our online presence and leveraging digital platforms will be crucial in reaching a wider audience, ensuring that we remain at the forefront of industry advancements and trends.

Are there any upcoming launches or product innovations that we can look forward to?

At the moment, our focus is on a new line of faucets with Italian-crafted crystal handles.■