



## Hettich Builds Its Next Growth Phase Through Innovation and Expansion

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***Read on to know how is the company accelerating expansion across India, SAARC, the Middle East, and Africa under the leadership of Managing Director Andre Eckholt***

From modular kitchens to space-saving fittings, Hettich has built its brand on innovation and precision. Now, under the leadership of Managing Director Andre Eckholt, the company is accelerating expansion across India, SAARC, the Middle East, and Africa. With a new plant in the pipeline, franchise-driven HeX stores entering smaller cities, and a strong focus on customer experience, Hettich is preparing for its most ambitious growth journey yet.

**How do you see Hettich scaling its presence across India, SAARC, Middle East & Africa in the next 3–5 years?**

Driven by German innovation and supported by our state-of-the-art manufacturing facilities, we are poised to accelerate our expansion across India, SAARC, the Middle East, and Africa. Our growth strategy focuses on strengthening our presence in furniture fittings, architectural hardware, furniture lighting, and built-in kitchen appliances. We are continuously enhancing our experiential touchpoints (through Experience Centres, Exclusive

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Stores, and Appliance Brand Shops), while simultaneously expanding and upgrading our manufacturing capabilities with another new plant coming up in 2026. Above all, we remain committed to leading the market with premium solutions that inspire seamless, aspirational interior experiences for our customers.

### **What role does franchising or partnerships play in your overall expansion model?**

As the saying goes, *"If you want to go fast, go alone; if you want to go far, go together."* Our HeX (Hettich Exclusive Store) format is built on this principle—partnering with store owners in Tier II and Tier III cities to bring world-class interior solutions closer to customers. Demand for high-quality fittings and appliances is rising rapidly outside metro cities. Customers there are willing to invest in their homes but often lack access to an experiential touchpoint. Franchising and partnerships help us bridge this gap and strengthen our connection with these markets.

### **Which regional markets among India, SAARC, Middle East, and Africa are currently the strongest growth drivers for Hettich?**

India, ofcourse leads the race with a lion's share! We have been conducting business in India for almost 25years now and over the years have built a strong ecosystem. We have achieved the market leader position backed by a robust manufacturing prowess, sustained brand building, skill development via Hettich Poddar WoodWorking Institute (HPWWI), Experience Centres and HeX Stores for customer experiential touchpoints and a network of warehouses that ensure our products are readily available for our customers.

### **What are the key qualities you look for in franchisees, distributors, or business partners?**

We value franchisees, distributors, and business partners who have a great customer connect, stable financial background, strong credibility, good entrepreneurial drive, growth mindset and are passionate. Equally important is the location of the store i.e. proximity to residential hubs, hardware market, as it significantly influences customer footfall. For us, the right partner is one who combines operational efficiency with customer-centricity.

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**What shifts in consumer demand (modular kitchens, premium fittings, smart solutions) are influencing your expansion plans?**

The growing preference for modular kitchen setups, equipped with innovative German fittings, built-in appliances, and integrated lighting, is reshaping how homeowners approach their living spaces. Today's consumers, particularly those with the means, are not hesitating to invest in these luxuries. They view kitchens and homes not merely as functional spaces but as expressions of lifestyle and aspiration. This shift signals a broader trend: design-led living that elevates everyday experiences while setting new benchmarks for modern living standards.

**How do you adapt Hettich's global expertise and products to meet local market needs in diverse geographies?**

Our portfolio is built around global megatrends that resonate across geographies while being tailored to local realities. For example, the *AvanTechYOU* linear drawer system taps into the rising megatrend of individualisation by offering limitless design possibilities. At the same time, unique challenges such as space constraints in many Indian homes have inspired us to innovate with space-saving solutions like Magic Corners, Sliding and folding systems, Linear Drawer System & Room Transformation Solutions. This balance of global expertise and local relevance ensures our products enhance lifestyles in every market we serve.

**How is innovation impacting your growth strategy?**

Innovation is the cornerstone of Hettich's growth strategy. From pioneering German-engineered fittings to space-saving solutions tailored for India, we continuously align our offerings with evolving customer needs and global megatrends. Our innovative offerings include solutions like Moving Wall, Tiny House, RoomSpin, Air Hinges, Magic Lights, FurnSpin & many more.

These innovations have helped us to create our distinct imagery for the brand by enabling us to get a larger share of the customer's wallet and brand building counters.

**How central is sustainability in your expansion roadmap, especially in fast-growing markets like India?**

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Sustainability is deeply embedded in our expansion strategy and product philosophy. Our fittings are engineered to last for decades, minimizing the need for replacements and significantly reducing landfill waste. While they are premium offerings, they deliver far greater value over their lifecycle than the initial investment.

On the operations front, our manufacturing processes are partly powered by renewable sources such as solar and wind energy, and all our facilities in India operate on a zero-discharge basis, ensuring minimal environmental impact. In 2021, we also launched a successful pilot project with CO<sub>2</sub>-reduced steel, achieving up to 70% lower emissions.

Looking ahead, we have set an ambitious goal for achieving carbon neutrality across all sites by 2030. For us, sustainability is not just a responsibility; it is a commitment to future generations. By aligning innovation with environmental stewardship, we aim to create a positive impact on the planet while consistently delivering exceptional products to our customers.

### **What gives Hettich its edge over competitors when entering or strengthening presence in new markets?**

Hettich's edge lies in the seamless blend of German award-winning innovation, robust in-house manufacturing, and a strong customer-centric approach. Our cutting-edge fittings are engineered for precision, durability, and design excellence—qualities that consistently differentiate us in competitive markets. Beyond products, we focus on creating meaningful customer experiences through our experiential touchpoints (Experience Centres and HeX stores), not only in metro cities but also in Tier 2 and Tier 3 markets. This combination of world-class innovation, localized manufacturing, strong brand pull and deep market reach allows us to build trust, scale faster, and strengthen our presence across diverse geographies.

### **What's your long-term vision for Hettich's growth in India and beyond, do you foresee franchising becoming a larger part of the strategy?**

Our long-term vision is to be as close to the customer as possible, making premium design solutions easily accessible across markets. In metro cities, our state-of-the-art Experience Centres already serve as hubs where customers can engage with our

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products firsthand. Looking ahead, franchising will play an increasingly central role in our expansion strategy. By collaborating with partners to open franchise stores in Tier 2 and Tier 3 cities, we are bridging the accessibility gap; bringing world-class solutions to customers who have the aspiration and purchasing power but limited options. This model not only strengthens our presence but also ensures that Hettich becomes a trusted partner in elevating lifestyles across geographies.

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