



## Press release

On course for growth

### Viega opens manufacturing facility in India

**Gujarat, 13 March 2018:** Two years after the ground-breaking ceremony, Viega, one of the world's leading manufacturers of plumbing and heating installation technology, has opened a manufacturing facility in India. The company has invested 20 million euros in the approximately 1,60,000-square-foot facility which also includes a logistics centre, research & development department, and a customer experience centre. The new facility is an important building block in the growth plans of the international group. At the new Viega location in Sanand, around 30 km from Ahmedabad, floor drains and toilet cisterns are currently being manufactured for the Indian market.

At the opening ceremony, Manoj Maithani, Vice President Sales and Marketing, at Viega India Pvt. Ltd., welcomed customers and employees of Viega India along with the representatives of the executive board of the Viega Group.

Speaking on the occasion **Manoj Maithani, Vice President Sales and Marketing at Viega India Pvt. Ltd.** says, "Make in India' is not only the eponymous Indian government initiative but also the mark of quality that will characterise ever more Viega products for the Indian market from now on. In the coming years, we want to locally manufacture products that we currently import into India. To this end, we have designed the plant so that it can always be adapted to changing production requirements and market needs."

Additionally, the company's own research and development at Sanand will also focus on local product requirements. In this way, Viega intends to become a driving force for the plumbing and heating industry in India.

#### **Family business bears responsibility**

"The opening of the plant in Sanand is a major highlight in our 119-year company history, which began in 1899 with three employees in a backyard in Attendorn, Germany," says **Anna Viegner, Chief Strategy Officer and Viega shareholder.**

Adding further she says, "Today, Viega is an internationally successful group of companies that has nevertheless remained a down-to-earth family business. We want to continue to invest in the future and reinvest the profits generated in our company. This cycle has proven itself over decades and has had a lasting impact on our success."

With 4,300 employees, worldwide, Viega now sells piping systems for plumbing and heating, drainage technology and flushing systems for toilets and urinals.

"To Viega, Hygiene for sanitary facilities in general and drinking water in

**Viega India Pvt. Ltd.**  
1005 DLH Park S. V. Road,  
Goregaon West, Mumbai,  
Maharashtra 400062

**Contact:**  
**Sushil Panigrahi**  
+91 9930634197  
Sushil.p@itwconsulting.in

**Namrata Aswani**  
+91 9920710261  
namrata@itwconsulting.in

**Amar Kirale**  
+91 9892459300  
amar.kirale@viega.in



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particular is one of the core competencies, to which we dedicate ourselves with passion and great commitment,” stresses **Anna Viegener**.

Since 2016, the company has been supporting the ‘Team Swachh Bharat’ initiative, which is the official partner of the Indian government’s ‘Swachh Bharat Mission’. ‘Team Swachh Bharat’ has set itself the task of increasing the awareness of children at 3,500 schools in India on the topic of hygiene and the use of sanitary facilities.

### **India is a strong pillar for Viega’s global growth plans**

The Viega Group has been active in India since 2005. Following the opening of the first sales offices in Gurgaon and Mumbai in 2009 and 2012 respectively, the subsidiary Viega India Pvt Ltd. was founded in 2015 with headquarters in Ahmedabad and currently employs around 85 people. Moreover, a 30-strong sales team ensures proximity to the customer.

“India is a major pillar for our global growth plans. With 1.3 billion inhabitants and a rapidly growing economy, offers enormous potential for us to grow in the Indian market. In line with our sales growth, we intend to expand the local team by 120 employees over the next few years.” emphasizes **Claus Holst-Gydesen, CEO of Viega Holding GmbH & Co. KG**.

### **About Viega:**

Viega was founded in Attendorn, Germany, in 1899. Worldwide, more than 4,000 people are employed by the Viega Group, which is among the leading manufacturers of installation technology for plumbing and heating. The range consists of approximately 17,000 articles in the product categories of piping systems as well as flushing and drainage technology. They are used nearly everywhere: in building services installations, in utilities or in industrial plant construction and shipbuilding.

Since 2005 Viega has operated successfully in the Indian market. After several years with independent sales representatives, in 2015 the legal entity Viega India Pvt. Ltd. was founded in Ahmedabad, Gujarat, to foster the company’s local footprint in India. This includes investments in a production facility in Sanand to better serve local market needs. Sales and service teams are present in all the major cities in India.

**Viega India Pvt. Ltd.**  
1005 DLH Park S. V. Road,  
Goregaon West, Mumbai,  
Maharashtra 400062

**Contact:**  
**Sushil Panigrahi**  
+91 9930634197  
Sushil.p@itwconsulting.in

**Namrata Aswani**  
+91 9920710261  
namrata@itwconsulting.in

**Amar Kirale**  
+91 9892459300  
amar.kirale@viega.in