

Franke extends its activities in the division of Kitchen Systems in the Asian market

The worldwide active Franke Group with headquarters in Aarburg/Switzerland for the first time establishes its own production and sales company for sinks and sanitary products on the Indian market. The new founded Franke India Pvt. Ltd. will handle its marketing activities from the quarters in Mumbai (Bombay), sinks will be produced in the new built plant in Aurangabad.

The production site was built on time within 8 months on an area of 2'000 square meters. Investments for the new subsidiary were over USD 5.0 millions. After inauguration on March 12, 2000 more than 50 new employees will start working for Franke India Pvt. Ltd. this year.

This investment was an important step for Franke regarding fast growth and internationalization as deliveries to the Indian market were almost impossible because of the high import taxes on sinks. Furthermore, India has a very high market potential with its population of more than one billion and going straight into the market is, for that reason, very attractive. Franke also estimates its chances as good to export within the next future sinks into the markets of the abutting countries like Pakistan, Nepal, Bhutan, Bangladesh, etc..

With the investment in Franke India Pvt. Ltd. Franke has obtained with 3 companies in Asia a strong export position in this market and has also set a further cornerstone extending its position in the Asian market.

The Franke Group today is globally active with 60 companies. Apart from the division Kitchen Systems Franke is also active in the divisions Contract Group (producer/supplier to chain restaurants) and Beverage Containers (drink tanks for the beer and soft drink industry, containers for the chemical and pharmaceutical industry) - all three divisions are global market leaders in their respective segments.

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