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Nitin Jain
Director, Viva India

Can you brief us on the company's recent developments?

Introduced in the year 2003, Viva is one of the largest manufacturers of Aluminium Composite Panels (ACP) in India today. We also have another vertical of coil coatings. We have also entered roofing sector and aluminium roofing is our new product offering for this year. Another new product that we are launching this year is pre-coated solid aluminium sheets for facades available as single skin in 2 mm and 3 mm. That is 100% fire-proof product.

What are the major applications of these roofing sheets and ACPs?

Applications for these products are more in commercial buildings such as big IT buildings, government institutions, corporate sectors etc. There are 500 new airports coming up till 2030 as per the government plan. Also, there are developments undergoing in railways and metro rail sector for new railway stations and metro stations. There are around 1,300 railway stations to be modified in the next 5-7 years and 500 airports are coming up. This has opened a big market for our products and solutions.



How are you expanding your business in the country?

Broadly, our business is 60% in retail and 40% in projects and corporate segment. So, retail will always be the major area of focus, but we are also aiming the projects segment with the new developments happening in airports and railway sectors. So, it will be scaling up even more than what we have today. This year we did 4-5 airports in India. And next year we are aiming at least 20 to 25 airports.

What makes your company stand out in terms of product offerings?

We have one of the major USPs of having a lot of unique designs and

colours. This is a result of our extensive focus on R&D. We have a big R&D setup in our factory and the technology that we use is completely unique from our competition. So, that way, we are quite ahead in the industry. Our designs and patterns are basically the ones that architects and developers have never seen in the past. And now, we are also getting these designs into other products like aluminium roofing sheets and solid aluminium sheets as well.

What are the advantages of aluminium as a material for your products?

Aluminium is a lightweight material with lesser chances of corrosion compared to other materials such as steel. As India has a continental environment with a lot of heat and rains, aluminium is far more suitable with a life of 25 years.

Aluminium may be more expensive compared to steel but as it is lightweight, and getting a 25-year warranty for it, aluminium products are value for money.

Another advantage is that being recyclable, aluminium is environmentally friendly and sustainable.

Can you elaborate on your product ranges for various applications?

In ACP, we have a wide range of products, depending on the applications. For example, fire safety is a very important criterion today. We offer fire-retardant class A2 panels, class B panels, and also non-FR panels for a more economical range.

Also, we have all kinds of colour options. We offer our products in more than 500 colours. We have a range that includes white, silver, black, grey, as well as finishes like wood, stone, and timber. We offer our products in a wide variety of colours and finishes to choose from.



What is the overall market trend today in India? How do you look at the future?

The market is growing year on year, and we are the leading manufacturers in our field. As per the industry, we have approximately 15% of the market share. Our aim is to increase this share every year.

The future is very bright. Construction activities are happening in largescale in India and even overseas. The market is increasing year on year, with an annual growth rate of at least 12-15% for our industry. Where we are right now is just the beginning, so we have a very bright future ahead for this product and industry.

What are your expansion plans?

We are already expanding. We've launched several new products this year, like solid aluminium sheets, aluminium roofing, louvres, and planks. We've also increased our production capacity by more than 50% this year compared to last year. Additionally, we are setting up a new factory on the opposite side of our current one, in the same area.