

Interviews AL Circle x Mayank Jain: On India's evolving Façade market and VIVA's foray into 0.7 mm aluminium Louvre...



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INTERVIEWEE



Detail

Mayank Jain, the Director of VIVA ACP, holds a total experience of 6 years within the organisation. He focuses mainly on driving innovation in the future of façade architecture. His vision is to expand Viva ACP's footprint to more than 100 countries in the coming time. He focuses on embedding both innovative ideas and sustainability for the entire global façade industry to shape iconic skylines.

Jain, through an interview with AL Circle, shares his views on India's evolving façade market as the best place for VIVA to enter the market, which supports performance, sustainability, and integrated design solutions. He believes VIVA's entry into louvres and baffles aligns perfectly with the present demand of façade architecture in the market. He mainly emphasises the quality, durability, certifications and sustainability of VIVA's products, which play an important role in shaping the next phase of India's modern façade ecosystem.

AL Circle: India's louvres and baffles market is pegged at around INR 20 billion, alongside the façade industry's projected rise from USD 3 billion to USD 5.5 billion by 2033. How does VIVA's entry align with these broader trends?

Mayank Jain: VIVA's move is fully aligned with the sector's shift towards advanced metal façade systems and integrated shading solutions. As the market transitions from traditional cladding to systems that combine performance and aesthetics, our 0.7 mm aluminium louvres fill a crucial gap. With the louvres and baffles segment growing at a healthy pace, and the larger façade sector expanding steadily, this launch strengthens our position across the metal architectural solutions spectrum.

AL Circle: What is your internal estimate of the market size and growth rate? What data informs these projections?

Mayank Jain: We estimate the louvres and baffles market to be closer to INR 23-25 billion, growing at 8-10 per cent CAGR over the next five years. This projection is based on a composite of third-party market studies, government tender pipelines, insights from architects and façade consultants, and VIVA's own national sales data. Demand is particularly strong in Tier 1 and rapidly developing Tier 2 urban clusters.

AL Circle: What are the key technical differentiators of VIVA's new 0.7 mm aluminium louvre system?

Mayank Jain: Our new series stands apart due to:

- Advanced interlocking technology: Each louvre locks mechanically for superior rigidity, reduced vibration and faster installation without extensive hardware.
- Concealed joints: All fasteners and seams are fully hidden, delivering a clean, seamless, premium visual finish.
- Modular structure: A universal kit-based system ensures design flexibility and uniform performance across façades of any scale.

AL Circle: Who are your main competitors in this segment, and how does VIVA plan to differentiate itself?

Mayank Jain: Domestically, we compete with several established façade and metal system manufacturers that have recently expanded into shading solutions. On the international front, brands such as Alucobond, Alpolic, Alubond, Reynobond and Larson have historically set global benchmarks in aluminium façades and ancillary systems.

VIVA differentiates itself through fully in-house, precision-controlled manufacturing, including pre-coated 0.7 mm solid aluminium profiles, which eliminate post-processing steps and ensure uniform finish quality. Our nationwide distribution ecosystem allows faster delivery and agile project servicing, while stringent QC protocols help maintain consistency across scale. Additionally, our curated experience centres enable architects and designers to interact closely with materials, finishes and system applications, creating an elevated, knowledge-led specification experience.

AL Circle: The launch highlights PVDF coatings, recyclable aluminium and energy-efficient roll-forming. How significant are these for VIVA's sustainability agenda?

Mayank Jain: These features are central to our sustainability roadmap. PVDF coatings ensure long-term colour fastness and reduced maintenance. 100 per cent recyclable aluminium supports circularity and lowers lifecycle impact. Our energy-efficient roll-forming process reduces power consumption while delivering tighter tolerances. Collectively, these reinforce VIVA's positioning as a forward-looking, environmentally responsible façade solutions provider.

AL Circle: Several Indian downstream firms have expanded into ancillary systems recently. What prompted VIVA to enter this space now?

Mayank Jain: The past 18-24 months have seen a notable shift towards integrated façade systems driven by climate-sensitive design and evolving architectural aesthetics. Today's demand favours solutions that combine shading, ventilation, and visual elegance. With market readiness rising and our upgraded manufacturing infrastructure in place, this is the most strategically aligned moment for VIVA to enter the louvres and baffles space.

AL Circle: Aluminium prices on the LME have been volatile. How does sourcing aluminium for louvres differ from ACP sourcing?

Mayank Jain: While both track LME movement, louvre-grade aluminium requires higher tensile strength and consistency. It is somewhat more sensitive to price fluctuations, but this is offset by long-term supply contracts and the absence of composite core material used in ACPs. In contrast, ACP sourcing involves dual dependencies—aluminium and core material—with each carrying separate volatility cycles.

AL Circle: Installation is often outsourced in India. How vulnerable is the louvre segment to installation-led failures?

Mayank Jain: Installation quality is a key determinant of performance. Misalignment, improper anchoring or uneven spacing can compromise even the best-designed systems. To counter this, VIVA is developing a trained applicator network, providing detailed installation templates, and offering on-site supervision and audits. Our goal is to ensure consistent performance and minimise installation-related deviations.

AL Circle: What do you think the industry consistently gets wrong about India's façade market?

Mayank Jain: A persistent misconception is that the market is predominantly price-driven. In reality, mid-to-premium projects are specification-led, where finish quality, durability, certifications and sustainability play a decisive role. Another overlooked factor is the rapid rise of Tier 2 cities, which are driving significant demand in commercial, public infrastructure and hospitality-led façades.