



# HIGHNESS

*Doors for life...*

## COMPANY PROFILE



Highness FRP Industries  
5/616 C Arackappady  
Vengola P.O Perumbavoor  
Pin-683554, Ernakulam  
Kerala



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GSTIN/UIN : 32DKVPS5654C1ZR



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**Vision:** To be the pioneers of technology in door designs and to transform to a leader in the industry and live up the royalty of our name and repute

**Mission:** Continuous innovation of technology and products to capture more markets and imbibe perfection at every step

**Core purpose / Objective:** To render highest standards of products and valued solutions to enhance and enrich lives, thereby committing ourselves to excellence

#### Core Values:

**Integrity** is our key. We follow a transparent process and system.

Communication and Involvement at every step is vital and hence we maintain **Simplicity** in our approach.

Every customer is king for us. We aim at building lasting **Customer Relationships** and not short term transactions.

Customer satisfaction can be exceeded only when **Employees are fulfilled**. We encourage our employees to unleash their creativity and express their talents freely.



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## THE BEGINNING...

After education, while contemplating on acquiring a skill for self-employment, a job was offered by FRP Vehicle Parts from the town of Kalady in Kerala. The opportunity to learn the basics of fibre work started here. And while working here, there was also a job offer from Vazhakala fibre door making company. This made it possible to assimilate more knowledge and experience on door making. The desire to manufacture doors and distribute was born here.

In order to create the working capital for starting the firm, I worked in my brother's company (Hi-Tech) for a year and a half in Sales. Subsequently in the year 2000, HIGHNESS DOORS was launched as a start-up firm adjacent home. Since it was a small unit and many orders were not procured, the production and sales was managed single handed.

There was an intense desire to manufacture and sell 30 doors a month. Call it a self-target! Where there is a will, there is a way and so in 2001, business started picking up to the extent of 30 orders a month. Thus the first line of recruiting of labour was initiated so that I could focus more on the marketing front.

## THE EVOLUTION...

The biggest turning point was in 2004-2005 when we received work orders from Kalamassery Medical College. This led to a professional approach of understanding that it is time for an office to function and also to appoint a Manager to oversee operations. And then there was no looking back.

By 2015-2016, the concept of interior design had undergone a major change in people's minds. Earlier, PVC plastic doors were the major competition. But with the introduction of carved doors in the market, it changed the trend and preferences of people. This led the way for more business for HIGHNESS.



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When orders started pouring in from Ernakulam, it was time for further expansion and thus in 2007 the establishment of a 15,000 square feet space in Arakapady began. Purchase of land was soon followed by construction and the Company office was inaugurated on January 17, 2007.

## **THE INNOVATION...**

Thus, as the establishment was functioning effectively, there was a quantum leap from the Chinese in PVC glass doors. As there were no glass doors in the Indian market, the company saw a dip in sales in FRP doors. As the saying goes, "Challenges always bring great changes and development". Thus in 2014, Highness capitalised on the opportunity to launch FRP moulded glass doors. This led to a huge demand for Highness in the market.

Later, there was great demand from the Malabar regions. To meet deadlines and ensure timely delivery in these areas, the need for a company branch here was required and hence in 2016, the initiative towards this was taken. By 19 January 2018, this firm was established. Apart from Carved doors, Scandynavian doors too were introduced by Highness in the market, and the model 'Maliha' received great acceptance.

## **THE WAY AHEAD...**

FRP doors industry is still in a budding stage in the Indian market with many small players. As pioneers of technology and innovation, Highness has grown horizontally and vertically in a professionally managed environment, focussing beyond standards of quality. The market potential is vast and unlimited and the need for a brand cannot be under-valued. Highness is moving towards becoming a synonym for doors, doors standing for perfection in design and value. The destination is beyond boundaries and the path is to make the name of Highness resonate in the minds of the consumers.



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## INFRASTRUCTURE

Highness operates two manufacturing units, one in Arakapady and one in Calicut, in an area of more than 30,000 square feet with production capacity of 600 doors per day. The company deploys more than 160 skilled labours and artisans from the conception stage to the design, production and quality implementation. The Research and Development team consisting of engineers and skilled personnel constantly upgrade and introduce new technology and enhance methods and designs for better quality and cost.

The Business Development team consists of a pool of Technical Consultants having holistic knowledge of construction and interiors and are trained specialists. They ensure the final process of meeting customer requirements and work out a customised package to offer optimal solutions to suit their demands. The in house logistics and fleet of vehicles ensure timely delivery to both individual and institutional customers free of cost and all over the state.

The entire operational system is managed through an ERP solution, integrating all the departments from end to end vis a vis Sales & Marketing, Production, Quality control, Despatch, Accounting, Logistics and Service departments. This ensures that the customer has accessibility to the company at every step of his journey and the company in turn ensures transparency and accountability.

Customer Is the beginning and end of our journey and each touch point is focussed on enhancing the customer experience. For Highness, every customer is the highest.

Our relationship with customers never ceases. What we supply is for life and we ensure life time service and after care for all our products. Through a dedicated and friendly service team, we are always available to offer timely and non-compromising services from alignments to modifications, to fixing and re-fixing, and repairs to replacements.



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A smiling face is a reflection of a happy heart. A family's happiness is the result of the well-being of all its members. A positive environment is envisaged only when the energy of the occupants transform to synergy. Highness works in synergy as a family through its efficient and effective Human Resources.

The HR department works in close coordination with every employee to identify his strengths and weaknesses and enhance skills by training, address grievances, motivate them to tap their potential and support them with humaneness. This enables to align the individual goals with the organisational goals, thus contributing to our over-all mission and vision. Internal employee satisfaction results in external customer fulfilment. We believe that people are not human doings, but human beings.

A home or an office is a customer dream and where one spends most of the time and we enable the customer to live it up to the fullest.



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