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VIMAL MATHEW

**FOUNDER
TECH-NICHE**

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The Admirable Entrepreneur

Windows and doors are the essential components of every shelter on planet earth. It is the way these lifeless shelters breathe-in the air and see the world. Over the years, these windows and doors have gone tremendous transformation. From windows and doors made from twigs and twine to the ultra-modern state of the practice unplasticized Poly Vinyl Chloride (uPVC) based, window and door making has turned to more of an art than a business. This art of carving windows and doors to perfection is the only goal Vimal had in mind, when he decided to set up a uPVC-based windows and doors fabrication plant. Putting a business spin on the idea of providing the building world with the best-in-class uPVC and Aluminium windows and doors happened by putting together a team of expert business savvy people from Kunnel Constructions, a civil contracting company under Sri M V Antony, a pioneer in this field.

All over the world now people are using more of uPVC windows rather than the normal ordinary windows. As a tradition in India, we have seen that the doors and windows are done by a carpenter who is known to a family or through someone’s reference, and who primarily uses wood or mild steel. But the life span of those windows is very short. uPVC or Aluminium windows and doors are a rising star in the fenestration industry, helping the masses design the space of their dreams. Opting for a provider like Mr. Vimal Mathew, who appreciates the customer’s particular desires and presents all-around complete solutions is thus a tremendous boon when it involves putting in uPVC doors and windows systems.

Intent on creating his own identity and his own achievements, the young force Mr. Vimal has already made his presence felt in the corridors of the business world. Mr. Vimal claims his root in Changanassery, a place blessed with



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a rich history and cultural heritage. His father a Government contractor and builder settled in Thrikkakara, Ernakulam for his business growth. Vimal was born and brought up in Thrikkakara. He did his schooling in Bhavan's Varuna Vidyalaya, Thrikkakara and took his B.Tech in Mechanical engineering from CU-SAT in 2007. Studied Masters in Petroleum Engineering at Curtin University OF TECHNOLOGY, an internationally focused research and teaching university based in Perth, Western Australia. His career began in an oilfield service company in the Middle East and continued for 5 years. He resigned the job in the year 2016 and settled in Kochi.

His steps are always sturdy, his mind focused and his heart determined to take his every venture towards greater heights. He entered the vast landscape of the industry in 2016 and became the partner along with the renowned

industry veteran like Mr. M V Antony Director of Kunnel Constructions. Mr. Vimal has worked tirelessly to transform Tech Niche Products into one of the fastest-growing names in the fenestration Industry, thus finishing the Ozone Metrozone project in Chennai within a very short span of time. Be it Residences, villas, Commercial Buildings, Corporate Offices, Hospitals, or Hotels and Restaurants, Tech Niche has crafted some of the best developments winning the trust of his clients. To date Abad Springfield, Abad Reflections, Trine's Club Mahindra Arookutty, Confident Group's various projects, Chakolas Pinnacle are some of the famous residential and public projects of the firm.

He learned very early that transparency and ethics are very important attributes of an iconic brand and they continue to serve him and his industry as a North Star. Tech-Niche engages in product development, manufacturing, and marketing of a diverse range of fenestration and glazing products. Their product portfolio allows them to provide complete "lifestyle solutions" that are flexible, integrated and coordinated to consumer needs. They have been highly successful in developing the best team in the industry under Mr. Rakesh Shukla the Technical director. The team is the best because of its experience, knowledge of the

market, a keen sense of current customer expectations, high integrity & transparency, and a constant effort to upgrade to new technology. The skilled team is equipped with complete knowledge on all aspects of installation, from aperture dressing to hand-over. Their service hands initiate an involvement at every stage of your selection of windows, doors etc. to completion of project, fitting, and later offering functional and technical support

He played a major role in efficiently carrying out operations in the Tech-Niche the largest producers of uPVC and Aluminium windows and doors. Not stopping at the basics, Mr. Vimal has greater plans for the company in the years to come. Under his command the team is now looking forward to expand its services across the façade and glass related business across Kerala. As partner in the firm, he has been involved in setting up the working process of his company and his dreams are his greatest assets as they motivate him to improve and bring about change and development in the company and outside.

For Vimal, Tech- Niche is not just a company or a brand, but a vision – a vision through which he wishes to construct a better tomorrow with affordable and standardized living for the thousands of people across the state. His dream is to transform the dreams of millions of people into a beautiful reality. This respected tycoon is committed to offer solutions that are a unique blend of high-end technology and designs in attractive budget.

Vimal states that Tech -Niche uses uPVC profiles of the highest quality from Tonish, one of the leading manufacturers of uPVC profiles in the world. The direct partnership with the factory is reflected by the co-branding of profiles in India under the brand TONISH-DENIT wherein DENIT is a brand owned by Tech Niche. The quality and durability of TONISH DENIT profiles places it in the premium category at affordable prices.

Vimal boasts of his company's USP that they never compromise on the quality of his products and the morals of his business, but is ever ready to ensure that aspirations and expectations of all his valued customers are met with

the best performance and service available in the market. Meeting the demands of the market and proving its mettle in the industry, his company has also won various accolades for its outstanding work. Pandemic has not affected his business as he was busy with the two ongoing projects. His concept for the future is to include innovative products using German Technology in reasonable cost. He opines that digital marketing has become an extremely essential part of the marketing process for any business. need to be savvy in digital marketing in order for your business to survive. He makes sure that his customer's business has online visibility across all the popular channel and runs advertising campaigns on different digital channels for maximum outreach.

He is a father to a seven-year-old son Jeremiah and three-year-old daughter Mikhaela. His wife is a lawyer practicing in the High court. An avid sportsperson he likes to play cricket and football. He enjoys involving himself in some outdoor sport and likes travelling & reading. Moreover, he has involved in many charity-oriented projects. Summing up, Mr. Vimal is the perfect 21st century youth who is dedicated to his work and enjoys himself when behind his wheels.

Born with the entrepreneurial blood in





his veins – silver spoon is just incidental – Mr. Vimal and his establishment's success is a result of his talented mind and dedicated soul. His pragmatic approach and farsighted steps are the skills that he polished with his impressive educational experience. He is grateful to Mr. M V Antony of Kunnel Constructions for their guidance and support. As an entrepreneur, he has learned that one must constantly learn and grow in the process. Because of his result-oriented mindset and entrepreneurial instincts, he has risen quickly, and has become an important cog in the decision-making wheel of most of the setups by the Tech-Niche.

He exhorts the youth to “Be fearless, let no one stop your growth. Have a well thought out plan and implement it properly and ethically. Do not look into short-term gains rather have long-term plans. For that, the most important thing is to promise only what you can deliver, and never promise what you cannot. He requests the budding entrepreneurs to conduct a thorough study before plunging into any sort of business and never to give up. He points out that failures are a part of the process and journey of one's success.

Vimal strives to widen the horizon of his knowledge and implement the cutting edge technology in his area of work

