# International milestone: KESSEL India

## Drainage specialist expands into the future market of India with joint venture

(Lenting, 13 August 2024) With the establishment of the joint venture "KESSEL INDIA DRAINAGE PRIVATE LIMITED" on 1 July 2024, KESSEL is strengthening its position as a leading international supplier of innovative drainage technology. The company has been successfully operating on the Indian market with an export partner for more than ten years and is now pushing its local sales activities with a consistent milestone in its internationalization strategy: "India has played a major role for us for many years as a future market with great growth opportunities. The establishment of KESSEL INDIA DRAINAGE PRIVATE LIMITED with its prominent headquarters in New Delhi is the next logical step in our international development. We are pleased to be able to continue this process together with our long-standing export partner Nugreen Building Technologies in the form of a joint venture. Through the even closer cooperation with our local partner, we can structurally strengthen our market presence in India and further increase our business volume there," says Stefan Grenzebach, CEO of KESSEL.

**Quality as a driver of expansion and growth**

The management of KESSEL India will be taken over by Raman Kapur, Managing Partner of the long-standing sales partner Nugreen Building Technologies, and Michael Feigl, Head of International Joint Ventures at KESSEL. In the past, Nugreen has successfully established the KESSEL brand on the Indian market and equipped numerous renowned projects of global players such as Amazon, Google, Microsoft and IKEA with products from the drainage specialist.

In recent years, the demand for separation and pump technology in India in particular has increased significantly. With the joint venture, KESSEL sees itself as ideally equipped to meet this increased demand. "It allows us to interact closely with the relevant stakeholders, cover local market requirements and offer tailor-made drainage solutions. With KESSEL India, we can further professionalize and expand our sales, logistics and communication processes on site. The Indian market appreciates our product and service quality 'Made in Germany ́. The development of extensive training and further education offers is also planned," explains Michael Feigl.

**About KESSEL**

As a leading international provider of high-quality drainage solutions, KESSEL creates safety where water flows. Since 1963, KESSEL products have been sustainably protecting people and their environment by draining buildings, treating wastewater and preventing damage caused by backwater. With its main production site and company headquarters in Lenting near Ingolstadt as well as other locations in Europe and Asia, KESSEL combines outstanding quality "Made in Germany" with a global presence and customer proximity. In doing so, the company pursues a sustainable strategy with a focus on the central topics of climate neutrality, responsible business, environmental protection and social responsibility.

Picture sheet

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An image that contains clothes, person, man, smile.

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Caption: Looking forward to the even closer cooperation and continuation of the success story (from left): Sahil Kapur (Managing Director Nugreen Building Technologies), Stefan Grenzebach (CEO KESSEL SE + Co. KG), Raman Kapur and Michael Feigl (Managing Director KESSEL INDIA DRAINAGE PRIVATE LIMITED).