

## INTERVIEW



**MR. KIRAN SHIRKE**

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*With the dearth to do something different from Orthodox Education Pattern, he started his career as a sales person for Krome Planet Interior Pvt. Ltd. in the year 2000. The next step was to start a proprietorship firm by the name of Shirke's Kitchen Interior Pvt. Ltd. that is leading in the Modular Kitchen Industry.*



## A SELF-EMPLOYED BUSINESSMAN AT AN EARLY AGE!

*Realizes Mr. Kiran Shirke in an interview with Kitchen Desire*



**As a sales person in Krome Planet Interior Pvt. Ltd., what tricked your interest in Modular Furniture & Kitchens?**

I used to explore a segment of Readymade Modular Furniture, which was very new concept for Indian market. Advantages of modular kitchen over traditional carpentry work actually tricked me to enter in this field. Also on commercial basis it was fast growing commodity, generating handsome revenues to entrepreneur.



**Modular Kitchens is a market that's just being explored, but in 2010 when you started Shirke Kitchens, not many people knew about it. How hard it was it to establish yourself?**

No, I see it in a different way. In city like Pune, people had already started into this field since year 2000. I felt, I started very late. But on other hand, I was not matured enough to be 'A Self Employed Businessman'. However it's always better late than never. It was very tough for us to compete with established players in the industry. But at the end we achieved our goal.



**From one showroom to four today in Pune & Kolhapur, and manufacturing unit of your own, it's a long way your company has come. Was the journey difficult?**

It was certainly very difficult, but my younger brother Amol & other dedicated staff who joined me in different phases, their devotion and hard work helped me to achieve these goals. I am thankful to all my staff for being part of this journey.



**How is Shirke Kitchens different from so many other companies in your industry?**

Compared to local business modules, which are mainly individual based or even few companies that have single stores in city. It becomes difficult in a vast city to provide service from single point. So we have developed multiple showroom system to provide efficient service to customers. We also have our own manufacturing units. These units add great deal of assistance to fulfill customer's needs. We can offer customization & tailor made designs.