

**Mirror****Title : STARTUP CORNER - Designing homes, the way you want****Author :****Location :****Article Date : 05/09/2016****STARTUP CORNER**You can write in to us at [amfeedback@timesgroup.in](mailto:amfeedback@timesgroup.in)**INITIATIVE NAME: TILEBAZZAR****CO-FOUNDER: NIKITA MAHESHWARI (22) AND SHIKHAR MAHESHWARI (18)**

# Designing homes, the way you want

Providing customised solutions to clients for their dream homes, siblings' venture aims at transforming Morbi town



Shikhar and Nikita's project has been incubated at the Gujarat University

**T**he rapid growth in the e-commerce industry and technology in the last five years has not only boosted the economy but also made life convenient for the common man. Now everything is available at just a few clicks — be it *roti, kapda or makaan* (food, clothing or house).

Everyone dreams of having their own house and although several platforms have come up on the 'buy, sell and rent' model, there had been a visible gap in the home décor, beauty and aesthetics segment in the construction industry. Siblings Nikita and Shikhar saw a window of opportunity through these gaps and conceived the project Tilebazzar, which has the backing of Gujarat University as its incubator and is set to be launched by the third week of May.

The two decided to venture into coverings and tiling. "The idea was even more workable due the proximity between Morbi and Ahmedabad. This small town houses an industry sized at \$10 billion within a periphery of 50 km and has almost 1,500 manufacturing units of tiles, sanitary ware and other coverings. However, the biggest challenge was that although the market had huge potential, it being highly unorganised made it inaccessible to the right customer at the right time," Nikita said.

In order to make Tilebazzar a reality and convert the idea into a right product, Nikita felt it was very important that the stakeholders understand the concept and speak of their problems.

"We created a beta website

and conducted our market research for six straight months formulating different services that would assist everyone from manufacturers, to builders, architects, dealers, developers as well as government," she added.

"Tilebazzar aims at bridging the gap between the manufacturing industry and the consumer and at the same time help the former to organise itself on the virtual space. We wanted to provide every stakeholder a levelled platform to reach out to the masses across the country. We, at Tilebazzar, aim at providing an array of choices at affordable price under one roof and also to provide end-to-end solutions within budget to beautify homes for customers. We also provide greater exposure to the small and medium enterprises at Morbi to come onboard and showcase their products," Shikhar said.

Tilebazzar will be the first-of-its-kind platform to provide creative solutions to customers to have their dream house just the way they had imagined.

"Tilebazzar plans on bringing a behavioral change in the way India perceives aesthetics in the building and construction industry. Secondly, we aim at making Morbi the epicentre of ceramic/vitrified tiles, sanitary and other coverings in the world in the next five-seven years. I and Shikhar want to transform this town into Ceramic "Silicon" Valley. We believe our true success lies not only in our personal achievements, but in the success of every stakeholder involved in the process right from the grass-roots level," Nikita added.