



Building long-term relationship is the secret of sustainability in business

**GIRI KUMAR**

MD: AQUAFINE POOL SOLUTIONS PVT. LTD



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Applying the expertise and reputation achieved in the field of swimming pools and spa

“Building long-term relationship is the secret of sustainability in business. Our philosophy is to maintain the highest level of excellence and provide our customers with products that exceed their expectations. Our best ambassadors are our customers. Our advertisement is through the word-of-mouth spread of our credentials and performance. Only then, can you evolve a model of win-win relationships with customers. Such relationships run long-term”. These are the words of wisdom from entrepreneur Sri. Giri Kumar, the Managing Director of Aquafine Pool Solutions Private Limited, Kerala. “My advice to young entrepreneurs is to not look at immediate commercial gain, but to provide customers with high quality products/services which automatically urge them to place repeat orders. They must be convinced that we are there to address every concern of theirs and provide solutions to resolve their problems.”

Born in the 1968, Giri Kumar (GK) did his schooling in Palakkad, Kerala. After completing his under graduation from Victoria College, Palakkad, he opted for mechanical Engineering at the Palakkad Engineering College. Following this, he completed his master’s in business administration at the TA Pai Management Institute (TAPMI), Manipal, Karnataka.

After working in India for a few years in multiple sectors like plastics and agrarian companies, GK chose to enhance his career with a stint abroad. He secured an opening at Dubai with a firm engaged on designing artificial water bodies like swimming pools, ponds, water architecture etc. and after a few years in Dubai, moved to the Sultanate of Oman where he worked for companies engaged in providing complete engineering solutions for construction of swimming pools, spas, steam saunas, water treatment plants and other decorative water bodies like ponds and decorative water



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bodies. Working along with reputed European and American engineering consultants, he gained rich experience in the entire gamut of designing, prescribing technical specifications for various products like the pumps, the water treatment plants, the piping, the systems associated therein and the sourcing of the right

products. During this period, he obtained accreditation from International Standards Boards like Institute of Swimming Pool Engineers (ISPE) and Swimming Pool and Allied Trades Association (SPAT).

The extensive experience gained over the fifteen years in Middle East, helped GK with a wide variety of skills. It helped him to foster a professional approach to the design, installation and maintenance of swimming pools, enclosures and ancillaries, focus of excellence in designing and training of professionals. His major projects included partnering with International Consulting firms in the designing and technical know-how of the swimming pool and other water bodies in the palace of the Sultan of Oman.

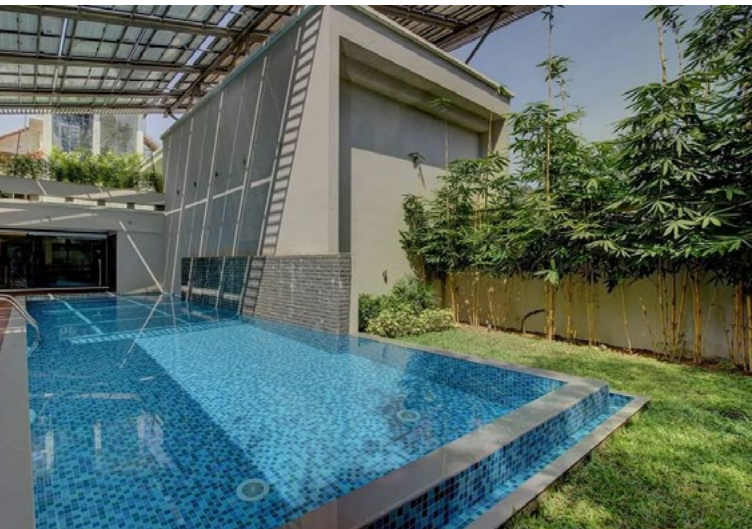
While at the Middle East, GK launched in a very modest way a Consulting firm in Palak-



kad, named 'Swimming Pool Solutions' which aimed at harnessing his rich experience to promote excellence in this field back at home. On his return to India in 2013, he put renewed efforts in developing his business guided by the fundamental principles of excellence and developing long-term relationships. His business gradually grew and his customers became his ambassadors. As the business grew, it was time to corporatize the enterprise and this gave birth to 'Acquafine Pool Solutions Private Limited a Certified ISO 9001 : 2015 company has over the years commissioned over 750 projects of varying nature, like swimming pools, water bodies, spas and saunas for Hotels, Resorts, Fitness centers and Rehabilitation centers in many states of India. To say Acquafine Pool Solutions Pvt. Ltd. has commissioned the biggest pool which is in Kerala with a size of 100 mtrs. by 42 mtrs. and Olym-

pic pools. The company is also approved MES (Military Engineer Services) DTTDC (Delhi Tourism & Transportation Development Corporation Ltd. CPWD (Central public Works Department) Calicut, DDA (Delhi Development Authority), PWD (Jamu & Kashmir) and besides the above, the Company has provided unique solutions for equestrian pools, pools for racing camels, Horses and other water initiatives. In all the above, the Company has focused on technical excellence and optimization of cost. "We would rather drop an order, if need be, than compromise on our quality" says GK. "Such quality however comes at a price".

The recent pandemic did not have a major impact on the Company's business owing to the twin factors of a good order funnel as well as the nature of the work performed. "We do not engage in huge advertisement campaigns" says



GK. “Our advertisement comes from our customers, and we are with them for long-term”.

Sweet home, a small family - GK’s wife by profession is a professor in a prestigious College at Palakkad and elder son Arvind is pursuing his engineering and daughter Gayathri attending her pre-degree course. GK says “I am very particular about spending quality time with my family too as he is always in business tour in India and Abroad”. A sports enthusiast person, he finds time and never forgets and enjoys his favorite sports and routine exercise like Meditation, Playing badminton, Swimming, cycling, brisk walking and also very much interested in farming and Gardening. Gk says activities like this helps him in boosting his energy and keeps him fit and helps in relieving his all tensions of the day from his busy

schedule. GKs family also runs a Charitable Trust and are engaged in various charitable initiatives.

“My advice to young entrepreneurs is to focus on high quality service. In my opinion, one must always focus on long-term relationships, which will invariably help business growth and development. This is what I have learnt and practiced. Your customers are your ambassadors. Exceed their expectations and you will certainly become the preferred Company that people would like to deal with.”

Coming from a person who has travelled so widely and who has steadfast focused on quality, surely young entrepreneurs may do well to internalize!