



Govind Vasanadu
Managing Director
Lotus Roofings Limited

How has your company evolved since its inception, and what key transformations have been pivotal to your growth?

Lotus Roofings Limited was established in 1984 with a visionary mission: to offer a safe and sustainable alternative to hazardous asbestos roofing. We pioneered the use of PVC roofing sheets in India and gradually expanded into producing PVC pipes under the "LOTUS" brand—laying the foundation for a trusted name in quality roofing solutions.

Our journey took a pivotal turn in 2010 when we entered the polycarbonate roofing segment through trading. By 2018, we launched our own state-of-the-art production unit to deliver unmatched quality and aesthetic diversity, by producing UV resistant sheets and panels. Today, we have scaled our capacity from 2,400 MT to over 12,000 MT per annum, becoming India's largest manufacturer of polycarbonate sheets.



Innovation and customer-centricity are at our core as we have launched new climate control products. We've expanded our portfolio to include allied products such as High-Pressure Laminates (HPL) and self-drilling screws. Our "48-hour Pan India delivery" model has become a hallmark of our brand promise. Now we are foraying into PUF / PIR/ ROCKWOOL Sandwich panels for Roofing, cladding and cold room applications to provide solutions to counter global warming and rising temperature.

But what truly fuels our growth is our robust dealership network of over 1,000 partners—many of whom have stood by the Lotus brand for over a decade. Their unwavering trust has helped us embed our brand deeper into the Indian market, strengthening our reputation as a reliable and future-ready roofing solutions provider.

How does your company contribute to strengthening India's position as a global economic force, particularly in alignment with the 'Atmanirbharta' vision?

Our commitment to the Atmanirbharta Bharat vision is deeply ingrained in our operations. By shifting from importing polycarbonate sheets to full-scale domestic production, we've not only reduced dependency on foreign products but also contributed to India's self-reliance

and foreign exchange savings.

We've built an agile supply chain with strategic stocking points across India, enabling us to meet customer needs promptly. Every Lotus product sold under our Make in India banner reaffirms our belief that Indian manufacturing can lead in quality, innovation, and global competitiveness.

What would you consider to be your company's 'success mantra' in navigating the challenges and opportunities in the MSME sector?

Our success mantra lies in long-term partnerships, dependable service, and continuous brand building. We support our 1,000+ strong dealership network with a diverse product mix, technical guidance, marketing support, and flexible credit options ranging from 30 to 40 days—ensuring mutual growth.

Brand Lotus stands for trust, speed, and excellence. We've consistently invested in branding through product quality, consistent delivery, and digital engagement—ensuring that Lotus is not just a name, but a brand that resonates across rooftops of India. ■