

Startup Bonita Brings a Major Shift in India's Home Utility Segment

By : INVC Team Published On : 24 Jun, 2015 12:58 PM IST



INVC NEWS New Delhi,

- **By introducing style and innovation to suit urban Indian homes, Bonita has radically changed the face of India's home utility market**
- **Bonita has established over 1000 independent house wares stores across 45 cities in India within a short span of three years**

Who thought that home utility, storage and kitchen products such as ironing boards, shoe racks, laundry bags, or steel wares could be associated with a brand image? Well, three years back, this was the widely held belief until the entry of Bonita changed the landscape of the Indian home utility market.

Today, the Indian consumer associates Bonita, the home utility product line from the house of Casa Brands India Pvt. Ltd, with style, substance and never-seen-before smartness.

[For Bonita](#)

, innovation has been the key in driving this change. With its innovatively smart and space savvy products gaining cult status within a few years, the Indian brand has not only captured the Indian mindshare but has also gained a strong foothold in international markets such as UK and the US.

A startup that began its journey with a simple idea of making the compact urban Indian homes smarter, stylish and more convenient through innovative and space savvy home utility products, Bonita has successfully gained an international recognition and status. It already has 4-5 patents under its name.

Bonita began its business operations in 2012 and until now, has 1000+ independent house wares stores across 45 cities, alone in India. Driven by the idea of establishing an Indian brand globally rather than working as a manufacturer with some other brand name, Bonita has heralded a new drive towards innovative and robust products that are stylish and easy to use yet affordable and simple.

So much so that the segment that was earlier dominated by generic products is turning into a brand conscious market, driving more companies to innovate and style new age products.

"A few years back we realized the Indian storage and utility market was dominated by low on style and innovation products. Home organization & storage products of international styling and quality were not available to the Indian consumer. There was a visible need for products with innovative features, which could make the lives of the Indian woman easier along with creating viable space for her family. We saw a huge scope to cater to this need and we started developing products under Bonita to give an opportunity to the Indian woman to experience innovation, styling and quality available internationally. We also made the products more sturdy which has helped us to win over some US clients also who have seen our products as better quality than even some of the established US brands. This has helped us get started in USA and we will be one of the few select Indian brands to be available internationally under our own name," **said Mr Umang Srivastava, Joint Managing Director, Bonita.**

With innovation and smart designing, Bonita succeeded in radically shifting the mindset of the people with regard to the home utility segment. Its range of out the box products such as stainless steel microwavable freeze bowls, iron mat with silicon pads, vacuum bags to store winter clothing has led the brand attain much recognition and respect worldwide.

The product category of Bonita includes Microwave safe stainless steel bowls, Ironing Boards, Clothes Drying Stands , Ironing & Drying Accessories like Silicone pad , Ironing Mat, Cloth Pegs, Laundry Baskets , Vacuum Bags, Folding Wardrobes, Shoe Racks , Step Ladders, Organizing Solutions etc. Bonita was honored with the Finalist Award for Product Innovation in storage category at International Housewares Association (IHA) Chicago fair, 2015.

“As Brand name Bonita suggests, our products are beautiful and innovative. They are designed for urban independent women of today. Urban women have related to it in a big way as they find Bonita's products tailor made for their requirement. International quality, complete home solution under one roof, innovative products, beautiful color and designs -- all these USPs put us in a bracket of our own,” **said Vineeta Mittal Brand Director, Bonita.**

Besides, Bonita has also tied up with a series of online portals including Snapdeal, Amazon, Pepperfry, PayTM, e-Bay, Home Stop 18, Fab Furnish, shopper’s stop among others, to bring their hot favorite products into the e-commerce domain. More than 70 products are now available on major online retailers like Wayfair, Amazon.com, Casa.com, Soap.com, Zulily, Groupon, Nomorerack, Beyond the Rack, Sears.com, Staples.com and several other websites.

URL : <https://www.internationalnewsandviews.com/startup-bonita-brings-a-major-shift-in-indias-home-utility-segment/>



12th year of news and views excellency

Committed to truth and impartiality

Copyright © 2009 - 2019 International News and Views Corporation. All rights reserved.
