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## Color coated roofing replacing HDG sheets in Kashmir

*Tuesday, 20 Jan, 2009*

Mr Javaid Ahmad Kawoosa proprietor of Geelan Metal Mart, dealers of color coated roofing material in conversation with Mr Abdul Mohamin of Rising Kashmir talks about latest changes in roofing materials that reflects in changed roofing architecture.

When asked about what prompted you to introduce color coating roofing in the Valley? Mr Kawoosa said that “We are in steel business since 1970 and used to sell Galvanized Iron till 1998. The big break came when we fitted roofing sheet with a shingle pattern at Jammu and Kashmir Bank limited Corporate Headquarters giving it a look that was different from the rest. This new innovation however was not an instant hit in domestic markets of Kashmir and GI sheets continued to rule the market for more than three years after the product was first introduced by us.”

When asked about what steps did you take to make it acceptable in Valley market? He said that “We roped in several architects and did a media campaign to let people know about this product. It took us three years to motivate customers towards using this roofing material and from 2003 the sales started picking up. We initially marketed it to our relatives and people who knew us. Now coated roofing has replaced GI sheet market to a considerable extent.”

(Sourced from Rising Kashmir)

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