



Chairman & Managing Director : Mr. Roben Dass
Established : 2009

Products: Koochie has three product verticals,

- KOOCHIEPLAY – Outdoor state of the art playground equipment
- KOOSAFE – Safety flooring solutions that are used beneath playground equipment
- KOOFIT – Outdoor fitness equipment, gymnasiums for the youth and adults that are actually fitted in the open outdoors

History: When you want to create a product that sends out a message, you do what Roben Dass did – initiate a venture like Koochie Play Systems. Safety in outdoor playground systems is one aspect that Koochie as a brand has managed to change in their play systems. Today, Koochie Play Systems manufactures and provides world-class outdoor playground equipment that meets all international

standards in terms of quality, design and safety. It proudly claims to be the only brand on the Indian Sub Continent to have had its products tested and certified by the prestigious EN 1176 certification [the highest safety certification given to playground equipments in Europe] and the AS 4685 & NZS 4486 [Australia & New Zealand's safety certifications].

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In a very short span of time Koochie Play has managed to establish its brand across 4 continents and six countries [the brand has its own infrastructure and facilities in France, Australia, Morocco, Lebanon, UAE besides India - Bangalore, Mumbai, Chennai, Delhi and Hyderabad].

In a short span of less than two years, Koochie is now the most preferred brand by most of the leading and reputed real estate developers and schools and is now being looked at very aggressively by government bodies, municipal parks and other such bodies.

Roben is serial entrepreneur and began when he was 20 by opening up a few retail stores that dealt in the automobile sector. A year on he moved onto more serious business platforms including international commodity trading. Roben brings to Koochie over 19 years of experience in running various successful business ventures ranging from brand building, retailing, wholesale, distribution, supply chain logistics, corporate consultancy to educational institutions. Today, in addition to Koochie Play Systems Roben is also the founder, primary patron and Managing Trustee of M/s Laxmi Devi Trust, which owns and runs three education institutions in Bangalore





Achievements: Koochie is the only brand on the Indian subcontinent to manufacture products that have been tested and certified by Europe, Australia & New Zealand's highest safety standard bodies. The brand today spans four continents and six countries making it a true multinational. Koochie systems are widely used by some of the most prestigious projects in India, the Commonwealth Games Village in New Delhi, Shantiniketan, Hiranandanis, DLF, Lodha, Oberoi, Euro Schools, Amity Schools, Pathways, Club Mahendra Resorts, Puravankaras, Kalpatru, Wellington Sports Club Mumbai, Godrej Properties, The Breach Candy Club Mumbai etc just to mention a few.

Expressions of interest are now being received from Sri Lanka, South Africa and Eastern European Nations. CNBC has featured Roben in their most popular TV show called young Turks, <http://www.youtube.com/watch?v=qfkPAHYDR1Y>. The brand and its promoter have also been regularly featured in India's top newspapers.

Recent Developments: Koochie has just recently acquired a brand new OEM factory in Taiwan to produce wet pour EPDM flooring and tiles to supplement its existing range of safety flooring solutions. Negotiations are presently on with a Korean company to introduce new age technology in outdoor decking solutions.

Marketing Strategies: By virtue of being first movers in the market, Koochie had to first educate the market about the latest international trends in outdoor playground solutions and hence most marketing efforts are more towards a B2B one on one effort. Regular workshops are conducted with key stake holders in the industry to share our experiences on European, Australian and New Zealand's safety standards. Koochie spares no efforts in addressing customer service issues and due to this referrals and repeat orders form a large part of the business.

Vision of Our Brand: To help raise the bar in this industry to international standards and hope to bring government legislation, that all players in this industry must comply with global safety standards.

Expansion Plans: Further penetration into Europe, North Africa, Latin and North America and the GCC countries. We are envisaging the possibilities of augmenting our present manufacturing facilities to double capacity to fuel our future growth.

Corporate Social Responsibility: Being a product that is used by little children, we set aside a part of profits from any Koochie System sold worldwide and this is given to a NGO called World-Vision by which we help educate, feed, clothe poor children from backward areas. We also support many NGO's by offering our play structures at no profits.

Mantras to become a Successful Entrepreneur: You must have a vision which is backed by optimism, confidence and most importantly be persistent



Our Brand's USP: According to Roben, "Safety is the biggest issue that should concern any playground manufacturer". If a playground is not designed properly and according to international safety standards, they could prove to be a safety hazard. Safety and confirming / complying with international standards are our brand's USP. Koochie's philosophy is not just to sell a product but to provide 'total solutions' right from design stage to execution. All Koochie products are manufactured in state of the art OEM factories located in Korea and Taiwan and some rotomoulding is done in China and our markets spread from Australia in the East to France in the West all of which put us on a truly global pedestal. All members of our team are first made conversant with international guidelines be it design, marketing or installation. We are years ahead of what the competition is trying to do and we keep reinventing ourselves.

