

# THE ASIAN AGE

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**ASTROGUIDE:**  
Sarvadhari:- Uttarayana Tithi:- Magha Ba  
Chaturdasi till 5:59 am Stars:- Sevanam till 5:49  
Varjyam:- From 10:07 pm to 11:50 pm Durmu  
rtham:- From 12:52 pm to 01:38 pm and then 03:11 pm  
03:57 pm Rahukalam:- From 07:30 am to 9:00 am

**FORECAST:**  
Partly cloudy sky. Max: 16.4°C Min: 7°C  
RH: 64% Rainfall: Nil

**SUNSET** Today 6.14 pm **SUNRISE** Tomorrow 6.55 am  
**MOONRISE** Today 5.12 am **MOONSET** Today 3.47 am

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## trends



BY OUR CORRESPONDENT

Nothing can stop an idea whose time has come and in India, it is time to go swimming. In a pool, that is!

The economic slowdown might be forcing people to be extra cautious when it comes to splurging but these pools don't cause any major budget strain, especially to corporates who are just looking out

# Take a dip in the 'pool' of change

for their employees. "India is one fastest growing markets in the world. There is a definite demand for quality swimming pools in India. Earlier, it was big plumbing contractors, who were constructing the pools. Lately, the Indian customers have realised the importance of specialised swimming pool companies. We have a number of corporate clients across the globe. Corporate houses opt for swimming pools to provide recreational facilities to their employees. The economic slowdown has affected this specific segment to a certain extent," said Hemant Atrish, chief technology officer of Technology Pools, which provides pool design services to architects, private clients, hotels, leisure centres, schools as well as many of the other swimming pool construction companies.

The Indian consumer has also become very mindful about niche options that can add value to their homes and also be a good investment. The fact that most hotels with three or more stars and health clubs want to offer their guests such basic facilities also adds to a pool's popularity. "It is important to make the customer realise the

value that they are going to get out of their investments. That is what we have been doing and we have already started getting the benefits," Hemant added.

Shravan Waghmare, who manages a private health club, says that the swimming pool is the most important part of any health club today. "Swimming is an exercise which gives the best results so naturally, most of our adult members sign up to swim. The younger members love playing in the water so all in all, I think a swimming pool is indispensable in this day," he says. Hemant adds that a hydrotherapy pool is something that is very popular among the health conscious. The infinity edge pool and the rooftop pool are also in demand.

For many, it's just a lifestyle statement. "The private residence-swimming pool is a symbol of luxury and a sign of success, and it was usually associated only with residences of the wealthy," says Hemant. And the cost? "The cost depends on the size, design and type of the swimming pool. It's the people from the upper strata who usually opt for swimming pools," he adds.



(From top) A jacuzzi; an infinity-edge pool and a movable floor pool