NEW DELHI: The year was 1997 and Rupesh Kher, a business graduate from Canada for his first job as a marketing executive at PepsiCo India. He came across portable restrooms – a concept he sought to popularise in India.

Rupesh Kher poses with his portable toilet cabins

The PR's, to start with, were used in villages and health camps, and the idea received a lot of interest. The PRs were used to install portable toilets at temporary shelters of relief workers during the Kargil war.

Despite being a difficult proposition, Rupesh carried on with his passion. He looked into all aspects of the business which include managing the PRs, to start with, were used in villages and health camps, and the idea received a lot of interest. The PRs were used to install portable toilets at temporary shelters of relief workers during the Kargil war. Despite being a difficult proposition, Rupesh carried on with his passion. He looked into all aspects of the business to make it viable.

Rupesh Kher

The company sells portable toilets in two sizes: small and large. The small toilet cabins are around 200 square feet and can accommodate four persons at a time. These are mostly used for temporary events such as construction sites, festivals and temporary shelters. The large toilets, on the other hand, are around 500 square feet and can accommodate up to ten persons at a time. These are mostly used for permanent installations such as offices, hotels and hospitals.

Toilet cabins are available for purchase or leasing. The company offers a comprehensive range of accessories such as sinks, showers and waste management systems. The company’s revenue is generated through the sale and lease of the product in India. Rupesh Kher estimates that the company has sold more than 1,000 toilet cabins in India so far.

According to Rupesh Kher, the biggest challenge has been to change the mindset of the Indian consumers. The company has been successful in changing the mindset of the consumers by providing a hygienic and comfortable experience.

“The biggest challenge has been to change the mindset of Indian consumers. We have been successful in changing the mindset by providing a hygienic and comfortable experience. The toilet cabins are clean and well-maintained, and we have received positive feedback from customers,” said Rupesh Kher.

Rupesh Kher believes that the business is well positioned for growth in the coming years. The company plans to expand its operations to other countries with a similar need for portable toilets.

“With the increasing urbanisation and the need for temporary shelters, the demand for portable toilets is expected to increase. We are planning to expand our operations to other countries with a similar need,” said Rupesh Kher.

Rupesh Kher’s business is also engaging in social responsibility initiatives. The company has installed portable toilets at relief camps during natural disasters such as floods and earthquakes.

“Besides the business, we are also involved in social responsibility initiatives. We have installed portable toilets at relief camps during natural disasters such as floods and earthquakes. This is our way of giving back to the society,” said Rupesh Kher.

Rupesh Kher’s business has received recognition for its efforts in promoting hygiene and sustainability. The company has won several awards and accolades for its innovative products and social responsibility initiatives.

“Despite the challenges, we are very happy with the progress we have made so far. We are committed to continue our efforts in promoting hygiene and sustainability,” said Rupesh Kher.

The company is also looking to expand its product range and offer a wider range of solutions to meet the needs of its customers.

“With the changing needs of the customers, we are planning to expand our product range and offer a wider range of solutions,” said Rupesh Kher.

Rupesh Kher believes that the company is on the right track and is looking forward to continued growth in the coming years.

“With the changing needs of the customers, we are planning to expand our product range and offer a wider range of solutions,” said Rupesh Kher.