

# FIRSTBRIDGE SOLUTIONS ASIA

## Where Science Meets Soul in Sustainable Auto Care

By Abhilash. U

*In a world of fast cars, faster lives, and fleeting trends, FirstBridge™ Solutions Asia LLP has carved out a bold space—one where innovation, care, and sustainability converge. Behind this growing enterprise is Joydeep Basu, a corporate veteran turned passionate entrepreneur, who left behind decades in leadership roles at 3M, Henkel, STP and Armor All to pursue a more purposeful path.*

“Sometimes, the best ideas don’t emerge from boardrooms, but from quiet moments of reflection—when passion meets purpose,” shares Joydeep Basu, Founder & CEO of FirstBridge™. “I wasn’t stepping away from the auto aftermarket industry—I was diving deeper into it, with purpose.” That purpose materialized into FirstBridge™ Solutions Asia, and its flagship premium auto care brand, Burgundy™. The company is not just producing car care products; it’s crafting experiences infused with quality, emotion, and trust.

Being recognized under India’s Start-Up India initiative and securing MSME registration served as a powerful catalyst in this journey. These acknowledgments weren’t just external validations but a way for the company to establish its roots in a growing ecosystem of Indian innovators. “These weren’t just certifications—they were signs that the ecosystem believed in us,” he reflects, adding that this recognition gave FirstBridge™ the



Joydeep Basu, Founder & CEO, FirstBridge

momentum to build a brand that could disrupt the auto aftermarket industry.

### **Premium Products with a Personal Touch**

FirstBridge™ specializes in premium auto care and detailing products designed to simplify everyday maintenance while elevating the overall care experience. Some of the brand’s most popular products include water-saving solutions like



REFINE + RENEW + RESTORE



the Waterless Foaming Wash Shampoo, Helmet Cleaner, Cabin Odor Remover, and AC Duct Cleaner and Disinfectant. The company's product line is divided into two segments: Car Care and Bike Care, each featuring key categories including:

- Safety Products (e.g., Windshield Washer, Cabin Odor Remover)
- Washing & Cleaning Products (e.g., Premium Snow Foam Shampoo, Waterless Car Shampoo, Foaming Helmet Cleaner)
- Vehicle Appearance Enhancement Products (e.g., Upholstery Cleaner, Tyre Dresser, Dashboard Protectant)
- Performance Products (e.g., AquaGlide, Chain Lube, Silencer Coating)

#### • Car Fresheners

All these products are engineered to provide convenience without compromising performance, creating a truly premium experience for customers. As Joydeep explains, "Every product in the Burgundy™ range is infused with a deep love for cars, and an even deeper respect for those who care for them."

#### Waterless Car Wash and Ceramic Coatings

Among the standout innovations are FirstBridge™'s waterless car wash solutions and ceramic coatings, which push the boundaries of auto care technology. While many may associate waterless washes with convenience, for FirstBridge™, it's a holistic care philosophy. The formula uses nanoparticles that lift and encapsulate

dust and grime, leaving surfaces clean without harsh chemicals. The result? "It's performance with purpose," he says.

What truly sets these products apart, however, is the eco-conscious nature of their design. FirstBridge™'s waterless wash solutions save up to 200 liters of water per wash, a mindful response to India's growing urban water scarcity issues. The brand's Graphene-enhanced ceramic coatings further elevate vehicle protection by offering superior hydrophobicity, heat dissipation, and anti-corrosive properties—perfect for the harsh Indian climate. "When customers choose Burgundy™, they're not just buying car care—they're stepping into a better, smarter, and more sustainable way to shine & care," he adds.



### Empowering the Next Wave of Entrepreneurs

Though Burgundy™ is FirstBridge's flagship brand, its broader mission involves empowering other entrepreneurs. Through its private label manufacturing service, FirstBridge™ helps other businesses turn ideas into reality. As Joydeep shares, "Entrepreneurship is not just about profits or products. It's about people... putting your name on the line and saying—I believe in this." This vertical is essential to FirstBridge™'s business strategy and provides a sense of satisfaction that extends beyond the brand's visible presence.

### Sustainability at the Core, Not the Sidelines

Sustainability is more than just a buzzword for FirstBridge™. It's woven into every product and decision. From eco-friendly packaging to water-saving car care solutions, the brand ensures that its impact on the environment is minimal. For example, every waterless wash solution not only conserves water but also uses biodegradable, non-toxic ingredients. On the manufacturing front, FirstBridge™ is committed to low-emission processes, minimizing volatile organic

compounds (VOCs), and sourcing environmentally responsible raw materials. As Joydeep states, "In every formula, every package, and every decision, we ask ourselves: 'Is this kind to the planet? Is this something we'd be proud to pass on to the next generation?'"

### Riding the Wave of Market Transformation

The Indian auto care market is poised for growth, as increasing vehicle ownership and rising disposable incomes fuel a shift in consumer preferences. According to market projections, the Indian car detailing market will add USD 560 million between 2024 and 2029, reflecting a robust growth trajectory. Globally, the car detailing service market is expected to reach USD 56.59 billion by 2032, growing at a CAGR of 5.5%.





**Several trends are driving this transformation:**

1. Eco-friendly Products: Consumers are increasingly drawn to sustainable and biodegradable options.
2. Advanced Coatings: Innovations in graphene and ceramic coatings are enhancing vehicle protection.
3. Mobile Services: On-demand detailing services are gaining popularity.
4. Digital Integration: Smart technologies are improving customer engagement.

As Joydeep notes, "The Indian auto care market is on the rise, driven by a combination of global trends and domestic consumer preferences. Innovation, sustainability, and customer-centric services will define the future of the

industry."

As FirstBridge™ looks to the future, its mission extends beyond auto care. Over the next three to five years, the company plans to expand its product portfolio into home hygiene, pet-safe cleaners, and wellness products, all with the same focus on performance, empathy, and sustainability. "We envision FirstBridge not just as a car care brand, but as a complete lifestyle companion," he says, highlighting the company's ambition to grow into a household name.

On the business front, FirstBridge™ is exploring new private label partnerships and innovations in R&D. Joydeep concludes, "Our ambition is bold but simple: to become a favorite household brand—trusted by every home, embraced by every heart."

