

Looking Glass

"AIS' products are designed to push the limits of technology to bring harmonious solutions in glass for the everyday life," says **Vikram Khanna, CIO, Asahi India Glass (AIS)**.



*Vikram Khanna,
CIO, Asahi India Glass (AIS)*

Q Tell us about the Indian architectural glass industry and market situation?

The architectural glass industry in India comprises of a Rs 4,000 crores market for float glass with five players and a Rs 2,000 crores market of processing glass with 200 players across the nation. AIS is the second largest company in the former segment and the largest company in the latter. The sector

has been negatively affected in the last few years because of the slowdown in the real estate and construction sectors. However, it is already showing signs of revival on the back of Government initiatives and is projected to touch \$180 billion by 2020. New proposals, such as 100 smart cities, and focus on roads, railways and manufacturing hubs are also expected to boost the opportunities for growth in this segment. The ongoing shift towards Green Buildings shall only push the demand for high performance glass.

Q Indians are slowly adopting the western style of glass facades. How are you capitalising on the new shift?

Due to its fragile nature, the use of glass for natural light was earlier restricted only to windows and small installations. Now, with the development of new construction techniques, this strong and durable material is considered a viable choice for complex structures. It is now being used for facades to create remarkable designs and yield eco-savings. It is one material that is aesthetically sound, eco-friendly and economically viable.

It is a smart, adaptable and versatile material, lending itself to endless possibilities both in terms of design and functionality, across exterior and interior applications. AIS has a wide portfolio suited for facades:

- AIS Sronglas: Tempered/Toughened Glass.
- AIS Valuglas, AIS Securityglas, AIS Securityplus and AIS Acousticglas: Laminated Glass.
- AIS Opal, AIS Opal Trendz and AIS Ecosense: Reflective Glass.

What is your best selling product and what is the USP?

Our best selling product is AIS Opal which is a solar control and heat reflective glass, manufactured using cutting-edge CVD technology that makes it long-lasting and durable. The product is available in Cool Green, Pearl Grey, Golden Bronzx, Royal Blue, Aqua Blue and the new Olive Green shades. A variant of the Opal series, Opal Trendz is the first-of-its-kind patterned reflective glass which enables architects and designers to set new benchmarks, while helping users experience comfort in colour and style. It is available in mini squares, box stripes and cross hatch patterns.

Shed light on Glasxperts by AIS.

In an endeavour to move a step closer to the end consumers, AIS diversified to the consumer glass segment, to enable the end consumer to experience the varied solutions. Glasxperts is AIS' lifestyle solutions offering, with an unrivalled array of contemporary products, functional solutions and modern ideas in glass. Glasxperts provides expert supervision with seamless experience via design consultancy, pre-implementation site survey, expert installation and post-installation support. It offers aesthetic security, energy-efficiency and acoustic privacy for doors and windows.

