



Representing the interests of India's glassmakers

Sanjay Ganjoo, Chief Operating Officer at Asahi India Glass Ltd took over as President of the All India Glass Manufacturers' Federation in 2014. Every major local producer of flat and hollow glass is now an AIGMF member, with the organisation successfully representing the interests of the industry and its products.



Sanjay Ganjoo is Chief Operating Officer at Asahi India Glass Ltd and President of the All India Glass Manufacturers' Federation.

Sanjay Ganjoo has spent his entire working life at Asahi India Glass Ltd, the largest integrated flat glass company in India, which produces some 1200 tonnes/day and consumes about 18,000 tonnes of glass/month. Having originally joined the company's automotive glass operation near New Delhi as an engineer in 1989, a series of promotions through the management structure led ultimately to Mr Ganjoo's appointment as Chief Operating Officer six years ago.

Mr Ganjoo was elected President of the All India Glass Manufacturers' Federation in September 2014 and is currently just over halfway through a two year term of office. It had been a key goal of the AIGMF and Mr Ganjoo personally to involve India's flat glass community within the previously largely hollow glass-focused organisation. Today, this goal has been realised, with a specialist Architectural Glass Panel having been created and every major flat glass manufacturer now a member. As a result, it has been possible to bring more flat glass issues to the AIGMF agenda, where they can now be taken up by the glass industry as a whole, instead of on a company-by-company basis.

"We are pushing forward with building regulations for India, codes that have to be properly defined" Sanjay Ganjoo explains. "So we are trying to bring in these rules and promote architectural glass by increasing awareness and knowledge among users." To support these efforts, the AIGMF organised a conference entitled 'Use of glass in buildings – Facades of the future and



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the need for regulations relating to human impact, fire safety and energy' during GLASSPEX India 2015 exhibition in Mumbai last March. "India's architectural specifiers still have very limited knowledge about the use of glass as a facade... there are many concerns but we are seeking to bring clarity."

According to Mr Ganjoo, the Architectural Glass Panel is currently promoting flat glass for use as a partition walling material in competition with plywood, brick and plastic, as well as for firewall duties. "Glass can be a good replacement for these materials because it is 100% recyclable and has a lot of value in terms of saving resources.">



Tempering operation at Asahi Glass India Ltd.



Together with Sanjay Ganjoo and the Executive Committee, Vinit Kapur (right) is raising the AIGMF's profile with government departments, regulation authorities etc as the recognised voice for the Indian glass industry.

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As well as covering the interests of India's flat glass sector, of course, the AIGMF continues to represent the local hollow glass community, with the majority of Executive Committee members still coming from this part of the industry. "In the past, it was flat glass that was lacking but today, all parts of the glass industry are well represented" says the current AIGMF President.

Day-to-day activities at the federation's New Delhi offices are now in the capable hands of Vinit Kapur, Secretary, who is positioning the AIGMF for an even more proactive role in the future. Together with Sanjay Ganjoo and

the Executive Committee, he is raising the organisation's profile with government departments, regulation authorities etc as the recognised voice for the Indian glass industry. As well as addressing issues whether glass can be used in specific architectural applications for example, Mr Ganjoo is keen for the industry to educate customers how to use glass materials. "The Government has to bring in more regulations about how and where to use glass to make things simpler and easy" he contends. "The AIGMF is working on this and is making real progress."

CURRENT PERFORMANCE

Although flat glass consumption in India is growing at healthy rates of 8%-10% annually, the industry faces challenges to control both its manufacturing costs and levels of cheap imports from China and the Middle

East. "It is tough to compete in terms of cost, which puts considerable pressure on prices" Sanjay Ganjoo confirms. For the past two years, the local industry has consolidated effectively, while campaigning for the implementation of anti-dumping duties, working closely on demand-supply issues and improving awareness of glass usage.

The industry's long-term prospects remain positive, however. "Although the automotive sector has not performed well in recent times, it is now back on the right track" says the AIGMF President. "Government policies are becoming more investment-friendly, so while inflation has come down and interest rates are being reduced, affordability at consumer level improves sales in the automotive and housing sectors."

The local automotive industry is expected to grow by 10%-12% in the next year, a trend that will be reflected in glass usage. The national government wants to make India a hub for automotive exports, doubling current manufacturing capacity to seven million cars within three years.

Similarly, the construction industry is expected to improve as the country grows, with greater investments in the



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Mr Ganjoo is pleased to support Glass Worldwide's position as preferred journal of the AIGMF and a partner journal to Kanch.



development of commercial premises, for example. "Although it cannot be said that the sector has been thriving in recent times, the market size for the real estate sector is projected to reach US\$ 180 billion by 2020, which is positive for the growth of the glass industry."

Mr Ganjoo has been an avid

reader of *Glass Worldwide* for the past decade and is pleased to support its position as preferred journal of the AIGMF and a partner journal to *Kanch*. "*Glass Worldwide* brings important knowledge to this part of the world, where we are trying to understand the global industry and are just starting to get into the science of manufacturing."



Asahi India Glass Ltd is the largest integrated flat glass company in India, producing some 1200 tonnes/day.

FUTURE OPPORTUNITIES

Over the years, the company has successfully developed and manufactured products to match customer requirements. "The core competence of our engineering is our strength and will be the subject of continued investment in the future, because it cannot be copied as easily as products" Mr Ganjoo confirms. "Our R&D will increase in the future to support these efforts."

Based on the government's ambitious plans for India's automotive industry, the company anticipates significant growth potential for its glassmaking and processing businesses. "Depending on what actually happens with the levels of automotive and construction growth in the future, there will be opportunities for new greenfield float glass plants to meet the growing demand" Sanjay Ganjoo concludes. ■

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