

# Emerging Glass India Pvt. Ltd.

## A Company Profile

Industrial growth is a key to the national development. Glass is very important component of the industrial and national growth. It is used in various forms and shapes in large number of areas e.g. real estate, infrastructure, retail, automotive, food and beverages etc. The market demands are most dominantly fulfilled by the organized glass sector like; Asahi India Glass Ltd, Hindusthan National Glass & Industries Ltd, Piramal Glass, Saint-Gobain India, Gujarat Guardian, Gold Plus, Triveni Glass, Borosil, and Gujarat Borosil and demand gaps are fulfilled by imports. Any plan for establishment of new glass industry will certainly contribute to the progress of the nation and is indicative of good economic prospects in the respective area.

### Emerging Glass India Pvt.

**Limited** has been incorporated under the Companies Act, 1956 on 20.09.2013 having CIN No. as U26100DL2013PTC 258260. The Registered and the Corporate Office of the Company is at 2 E/7, Jhandewalan Extension, New Delhi-110055. The Company has been established with an objective to manufacture all types of glasses including sheet and float glass, figured glass, reflective glass, mirror glass, tinted glass, lacquered glass and toughened glass. It is a part of renowned Alstome Group of Companies which was established in 2004.



Member Editorial Board of Kanch, Prof. Devendra Kumar and Mr. K. K. Sharma interacting with Mr. Sumit Gupta, Managing Director, Emerging Glass India Pvt. Ltd.

Emerging Glass India Private Ltd is setting-up a most modern Green Field Glass plant at Keshwana Rajput Industrial Area, Tehsil Kotputli, Distt., Jaipur in Rajasthan. The company has entered into a contract with China Triumph International Engineering Co. Ltd (CTIEC) in November 2013 for the purpose of setting up of Glass manufacturing unit. Under the contract CTIEC would provide Plant and Machinery, Technical Know-how and various designs and drawings, manuals and assist in implementation of the project. The proposed project has two manufacturing lines:

- 210 TPD Horizontal Drawing Glass Production Line and
- 130 TPD Rolled Glass Production Line

The All India Glass Manufacturers' Federation (AIGMF) is actively engaged for promotion and growth of business and production in glass manufacturing sector. To elaborate on technical and business issues of Emerging Glass India Pvt. Ltd. and to make its prospects known to glass world, it arranged a meeting among persons from academia, industry and AIGMF with important person from EGIPL. Prof. Devendra Kumar, Department of Ceramic Engineering, I. I. T. (BHU) Varanasi and Member Editorial Board, Kanch represented Academia, Mr. K. K. Sharma, President NIGMA, Member Editorial Board Kanch and Plant Head, HNG Neemrana, Rajasthan represented Industry and Mr. Vinit Kapur represented AIGMF met Mr. Sumit Gupta, Managing Director, Emerging Glass India Pvt. Ltd. The meeting was held on 18<sup>th</sup> June 2014 at their registered and corporate office at 2 E/7, Jhandewalan Extension, New Delhi-110055.

When Mr. Sumit Gupta was asked the question "What is the motivation for establishing a glass industry of its



Signing of contract with China Triumph International Engineering Co. Ltd. (CTIEC)

kind?" he said that it is a part of expansion program of their group of companies. They are already established in production and business of building materials for real estate and infrastructure.

Their market overview reveals that the organized glass sector dominated by large players has been in the manufacturing and business of float glass having thickness of above 2.5 mm. There is a huge gap between demand and supply of sheet glass having lower thickness ranging between 1-2 mm. The current demand for this lower thickness flat glass (1mm to 2.5 mm) is around 500 TPD, whereas the existing sheet glass manufacturer feed only about 60 TPD. The balance demand of about 85% is met entirely through imports from other countries.

The promoters identified this wide market gap & decided to get into the production of sheet glass of 1mm to 2.5 mm thickness so that the demand is just replaced from import to a locally manufactured product. Besides the above vast niche market, the company has also the option to produce higher thickness glass sheets above 2.5 mm and can feed the respective market. He further added that sheet glass with lower thickness has a different market segment and application areas. These application areas are;

**1 mm Sheet Glass (Micro slides):-**

The main use of 1mm Sheet Glass is in **micro slides**, which is used in **Blood Testing**, etc. In India there is no manufactures of this Product and entire demand is met through imports.

**1.5 - 2 mm Sheet Glass:** - This thickness is primarily used by **Wall clock and Photo frame** industry. The demand of these articles is increasing in India and abroad, this industry is major user of this thickness sheet Glass.

**3 - 4 mm Sheet Glass:** - This thickness of Glass is mainly used in Building material for household windows, Partition, Interiors and Furniture, Automobile Industry etc.

**Mirror Glass:** A forward integration by way of further processing a part of sheet glass production to convert it in mirror glass gives huge value addition to the product. Mirror Glass is gaining a more prominent place in architecture for important functional reasons as well as for the aesthetic effect.

**Figured Glass :** with thickness in the range of 3 - 10 mm thickness has multiple applications right from kitchen, bathroom, furniture, partition, staircase railing, shower cubical and interior decoration of any restaurant & hotel industry. It is a wonderful product for those applications where light is desired without losing the privacy.

Usages of products	Thickness
Microscope slides	1 - 1.2 mm
Wall clocks	1.5 - 2 mm
Photo frames	1.5 - 2 mm
Mirror	1.5 - 5 mm
Household windows & other applications	3 - 4 mm

The application/allocation of the products having different thicknesses are given in the table:

Mr. Sumit Gupta was asked about the technology being used for the manufacture of smaller thickness sheet glass. He said that EGIPL has selected **upgraded Colburn Technology** to manufacture Sheet Glass. The selected technology can produce 1mm to 12 mm thick flat sheet glass. It is the only technology through which one can produce ultra thin flat glass of even 1 mm thickness. Firstly company will entirely focus on lower thickness ranging from 1mm to 2.5mm as this market remains untouched by the float glass manufacturers. The float glass plants are not capable to produce lower thickness of below 2.5mm due to much higher production cost.

It has been reported that, the quality of existing figured glass manufacturers does not meet the required standards so the demands for those applications which are met through imports.

Most of the figured glass produced by existing manufacturers are not toughenable, because of which it cannot be used in certain application like shower cubical, furniture etc.

Moreover, the width available with current manufacturers is 1220 mm which again restricts its application in certain areas.

With the selected advanced latest Technology, the quality of figured glass produced by the company will be of high quality figured glass which can be **toughened**.

On the technology front of the company it was added that the

company would also like to introduce latest technology of using **Pet coke as fuel**. They will be the first flat glass company to introduce this technology of firing the furnace by using pet coke in India. Till now, there are few container glass manufacturing companies namely HNG & AGI, which are switching to this technology. China has been using pet coke for their large flat glass plant for many years and it is a matured technology and has now been widely accepted by glass manufactures in China. The cost of pet coke powder is comparatively lower than that of heavy oil/natural gas. The EGIPL Plant will use State of Art Plant & Machinery and other Equipments with world's best technology.

Regarding marketing strategy and distribution network it was informed that EGIPL will get the benefit of existing marketing network of the Group concern Alstone

International. The Promoters of the Company are already into the similar kind of business activity. They have got pan India presence through its wide 150+ dealer distributors network, sale- offices cum ware-houses across India and well trained and professionally managed marketing team. The existing dealers and distributor of the Company also sells the Glass products. This marketing network will act as backbone for its Glass Product as well. Sale- channels, which will be used to market the products are- Channel Sales, Institutional Sales and Exports. **Channel Sales will cover** range of products Sheet, Figured, Tinted, Wired and Mirror Glass. It will not only create immediate business for the company but also will help the company to spread its product in entire country. For **Institutional Sales** the company is in the process of appointing a team of



Bhumi Poojan (Ritual Ceremony) of EGIPL Site Plant

experienced Institutional Sales staff with relevant experiences. The segment covered in Institutional Sales are; **Microscope slides and Wall clock glass**. The company is already in touch with the important institutional clients and is getting positive response from them. The company will also **export** its products in neighbouring countries (Sri Lanka, Bangladesh, Myanmar, Nepal etc). Europe, USA & African continents. The company has already conducted its survey in some of the countries and plans to export its 15-20% of its glass products to those countries.

It was informed that civil work for establishment of Glass manufacturing unit at Keshwana Rajput Industrial Area, Tehsil Kotputli, Distt., Jaipur in Rajasthan is going on full swing. It is expected that production will start approximately within 15 months i.e. by September 2015.

### PROMOTERS EXPERIENCE IN THE LINE OF ACTIVITY

The promoters are already in manufacturing business of Aluminum

Composite Panel (Building material product) with brand name 'Alstone' since 2004. Alstone has established a strong brand in the market. The Company is not only the largest manufacturers of Aluminium Composite Panel in India but also has got Pan-India presence with 12 warehouse-cum-offices along with chain of over 150 dealers/distributors all over India in Delhi, Noida, Rajasthan, Ahmadabad, Indore, Bangalore, Chennai, Hyderabad, Kochi, Kolkata, Raipur, Ranchi, Lucknow, Pune etc. It is on the way to expand its network in neighboring SAARC region.

### Promoters of Alstone Group :

**Mr. Sumit Gupta** is young talented person with vast 10 years experience of business development and management. He belongs to a business family and has imbibed business understanding and acumen from his father Mr. Vijay Gupta, Chairman of Orris Group. He is a MBA and his vision, deep rooted industry knowledge, expertise and business acumen has helped the Alstone Group in achieving great heights and business goals. He has

shown courage and unflinching commitment in creating value and setting superior standards. Owing to his spectacular endeavors and support of his Partner, Mr. Pawan Garg, the Alstone Group has ventured into setting up industrial units for products which are in great demand and are not having adequate indigenous production facilities. He understands the right pulse on the industrial sector. He is a harbinger of novel and innovative ideas in the industry. He has always believed in achieving a balance between economic, social, and ecological concerns within the context of the Alstone Group's responsibility for the environment and society.

**Mr. Amit Gupta** is young and energetic and has studied business management. He has sharpened his business acumen and diplomacy over the years through his skills and training in India and abroad. He is partner in Alstone International and Managing Director of Orris Infrastructure Private Ltd. He is actively involved in Real Estate business under the leadership of Mr. Vijay Gupta, Chairman of the Orris Group. He combines the wisdom of his lineage with the new-age mantra of business leadership. He has first-hand and hands-on-experience of several Real Estate projects in Gurgaon, National Capital Region and elsewhere in the country ■

*Note: The profile is based on Company information as provided by Emerging Glass India Pvt. Ltd. to the AIGMF.*



Ongoing Civil Work of EGIPL Plant at Keshwana Rajput Industrial Area, Tehsil Kotputli, Distt., Jaipur