



Asahi India Glass Ltd. launches a new series under its Ecosense brand

Delhi, 18th January, 2016: Asahi India Glass Limited (AIS), India's leading integrated glass company expanded its existing portfolio in the architectural segment with the introduction of a new series under its Ecosense range of high-performance glasses (The Green Standard in Glass). The new series – **Edge** combines the best of functionalities with best-in-class eco-friendly features. It is a solar control glass with thermal insulation (Low E) properties, which can be used in single glazing applications. It is ideal for use in structural glazing, facades, windows, and skylights. Ecosense Edge is available in three shades – **Clear (Natura), Blue (Electra) and Green (Chroma).**

Vikram Khanna, COO – Architectural Institutional Business, Chief Marketing Officer (CMO), Asahi India Glass Limited said, “The ongoing shift towards Green Buildings shall only further push demand for high performance glass, opening up a huge opportunity for expansion in the architectural segment. Faced with increasing environmental degradation, eco-friendly living is the new mantra. Naturally, then, the living and work places are also transforming to reflect the green revolution. And in this transformation, glass is emerging as one of the most effective green building materials. AIS has always taken the lead in delivering green solutions for an eco-friendly future, with innovations in glass processing technology to develop both single-glazed and double-glazed products with the best ‘**GREEN**’ parameters.”

The AIS Ecosense range strikes the perfect balance between outdoors and indoors, function and finesse. Developed to suit the unique climatic conditions of the Indian subcontinent, Ecosense meets the needs of the Indian consumers who traditionally require more cooling than heating and want to prevent solar radiation from coming in. Optimally medium to low U-value, rather than very low U-value, and optimum light is what the Indian consumers want and this is exactly what Ecosense intelligently gives them. A natural choice for all environment-friendly architecture, Ecosense is now widely used on exterior facades to keep indoor spaces brighter and cooler. It allows light to pass through a window or face, while radiating, absorbing and reflecting away a large degree of the near-range infrared heat. The existing product ranges include – **Ecosense Enhance** (Solar Control), **Ecosense Exceed** (Solar Control Low-E) and **Ecosense Essence** (Low-E) range, each of them complete in a variety of colours to suit every customer's preference and requirement.

About Asahi India Glass Limited (AIS):

Asahi India Glass Ltd. (AIS) is India's leading integrated glass solutions company and a dominant player both in the car and building glass segment. It commands over 70% share in the Indian passenger car glass market. Established in 1986, AIS' footprint today spans the entire spectrum of the automotive and architectural glass value chains. It is a sand-to-solutions organization with products & services for institutional buyers as well as retail customers.

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