Noida Glass Inc Warms Up to Energy Saving

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DELHI-NCR

Energy efficient glasses are increasingly becoming the in-thing for the Delhi-NCR glass industry. Despite the slow down in the country’s economy and the real estate sector in last half decade, the manufacturers, processors and traders are laughing their way to the banks.

The focus has shifted to energy efficient glasses not only to meet the increasing energy requirements, but to improve balance sheets of the company. “In India, energy costs have risen by more than three fold in the last decade,” said Sennandharam, Senthil Kumar, North India head, Asahi India Glass Limited. Senthil Kumar added, “Typically the heat gained or lost through glazing in a normal building in India is anywhere between 30-50 percent and using the right type of glass can bring down the energy consumption by 30-40 percent.”

The 300 crore industry in Delhi-NCR is a brimming with orders and Kumar who is also a member of All India Glass Manufacturers Association (AIGMA) gave some details about the industry. The industry has witnessed a whopping growth of 400 percent in last 4-5 years. By 2020 more than 66 percent of the total buildings will be equipped majorly with glass.

This means twice the stock is to be constructed. So there is huge opportunity.” Out of the 2000 crore of the countrywide turnover, contribution of Delhi-NCR alone is 500 crore said Senthil Kumar.

Karan Singh, director of Gurud Glasses, a Noida based player in the industry said that the launch of the ESCBC codes (Energy Conservation Building Codes), has made it mandatory
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THOUGH he conceded that slow economy has impacted business and company's turnover has dwindled by 25 percent, he still does not find the situation alarming. “There is still a lot of positives and energy efficient glasses are the future.”

Meanwhile Senthilkumar too agreed that gain in popularity of the green building practices, users alike, builders & architects started looking at ways to reduce energy consumption in buildings. Demand has led to increase in prices of such glasses but Senthilkumar said that it should be seen as a long term investment. “Also the fact that price of energy has gone up several folds. Moreover, the incremental cost for high performance glazing can be recovered in 3-4 years.”

“Demand for toughened glass is immense,” said Tarun Arora, managing director of Sai Glass Company, a Faridabad based trading company. He added, “Industry is growing by 20-30 percent be it a manufacturer or a trader.” Arora further said that demand has forced many players to open multiple units indicating towards the growth.

There are some who have not witnessed any slowdown whatsoever. Sunil Shah, director of Surbhi Glass Private Limited, a Gurugram based company said, “Situation is such that most manufacturers are unable to meet it. Industry is working on a very tight deadline. We have seen a surge of 20 percent demand year on year.” The 35 year-old company’s average monthly demand is worth 70 crore pointed the director.

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