

# Asahi India Glass Ltd launched its new product AIS Swytchglas

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**A**sahi India Glass Limited (AIS), India's leading integrated glass company expanded its existing portfolio in the architectural segment with a new product - AIS Swytchglas. AIS understands glass has many applications both internal and external that play a vital role in enhancing the interior design of one's home making it look special. Advances in glazing technology and engineering, has enabled glass to be used more innovatively to provide unlimited design possibilities.

Vikram Khanna, COO – Consumer Glass, COO – Architectural Institutional Business, CMO, CIO, Asahi India Glass Limited said, "AIS Swytchglas is an exclusive product which ensures instant privacy changing from transparent to translucent and vice-versa at the press of a button! It can be used as a stunning and practical design feature in homes, residences, corporate offices, hotels, retail outlets and salons. This intelligent glass can be used in a variety of applications. It acts as an ideal privacy solution in health & beauty salons, conference rooms, personal cabins and changing room cabins in retail outlets."

**Special features of AIS Swytchglas:**

- o A special glass that can be turned from transparent to translucent and vice versa with the press of a button.
- o Made using Polymer Dispersed Liquid Crystal (PDLC) film.
- o Instant privacy assured in a contemporary form factor.
- o Can be operated with remote or manual control switch.
- o Ideal for modern conference rooms and personal cabins and spaces.

**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.

