with whatever stress comes your way later," he says. "I spent eight years in the army, and three years were on the line of control. Before

insists that, despite that, he doesn't feel too thinly stretched.

On an average day, Khanna shepherds a lot of departments within AIS, but he

has 15 key partners for packaging and transportation. In addition, the float glass business

These suppliers and partners operate across Windshield Experts, AIS Automotive,

Glass, Prominence Windows Systems and Bhoruka Extrusions.

These kinds of partnerships also impact pricing and cutting-edge innovation, which

relationship with Kuraray, the new owner of Sentry PVB, it can avoid the scarcity.

short supply due to a change in ownership. But since AIS has a long-term

Khanna gives the example of the "highly unique" product Sentry PVB, which is in

demand-supply mismatch rocks the industry.

These decades-long partnerships have helped AIS tremendously, especially when a

survey.

fitting guy, it could be the guy who's taking the measurements and doing the

aspects of best technology practices, and spreading them among the local players

"To impact the industry, you need to have a 'glocal' view – bringing the global

invested in its relationship with the tier-two base.

As he strives to not only grow AIS, but also impact the industry, Khanna falls back

THE 'GLOCAL' VIEW

benefit of the industry and for the nation as a whole," he explains.

“We want to partner with industry players, including academia, government

business profitable.

consumption, and it's Khanna's job to align the product strategies to make the

opportunity than a challenge. As a glass manufacturer for construction sites, AIS is

But in the long run, Khanna is focused on something he perceives as more of an

NEW FRONTIERS

with the objectives of the Government of India."

THE GLASS MAVERICK

"We've had the opportunity and the good fortune to build the foundation of some of

these businesses and then grow them into some level of maturity."

"I've had the opportunity and the good fortune to build the foundation of some of

"My journey has been interesting in the sense that there was nothing monotonous

crucial projects.

CMO Asahi India Glass Vikram Khanna is used to shouldering

Vikram Khanna has always had the ambition to do everything in his power to

From manning the 'line of control' to leading the consumer

Architectural Institutional Business and CMO of Asahi India Glass AIS.

In 2022, after a month of intense planning and execution, the

Magazine

during the pandemic, a heat-wave interdicted glass, and the company was facing

To achieve this, Khanna initially worked to prioritize setting up supply chain

To grab the opportunity, AKG Global India is focused on innovation,

as our way of life. From speeding up the time to market to reducing cost of

massive investments in the construction glass value chain. From setting up new

Magazine

the company is making huge investments to bring a third float glass plant online by the

middle of the 2024-25 financial year, and launch a fourth one after that.

company is making huge investments to bring a third float glass plant online by the

existing automotive plants, the process for which is already underway. Next, the

In addition, AIS is moving away from European imports and aims to produce

in domestic fire-resistant glass by July 2023, also doubling down on the construction

With the effects of the COVID-19 pandemic receding, AIS is poised to grow in the

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