

A TRANSFORMATIVE GROWTH STORY

> **Dr. Krishna Prasad Chigurupati,** Chairman and MD, Granules India, speaks of how persistence, innovation, and excellence in execution laid the groundwork for sustained growth



 GRANULES

COMMITTED TO CUSTOMER-CENTRIC INNOVATION

> **Anika Agarwal, Chief Marketing and Customer Experience Officer, Orient Electric, reveals how investing in innovation and customer-centricity has driven the brand's growth**



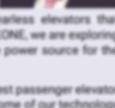
 orient electric

With consumer needs and preferences changing fast, it is a brand's ability to listen to and engage with consumers which helps it to become and remain relevant and competitive. As a consumer-centric brand, we endeavour not just to adapt but to unravel and surface the latent consumer needs and meet them with apt solutions which make life simpler and experiences better. Our sustained focus on customer centricity has enabled us to develop and deliver differentiated, first-to-market products in the recent times, such as EyeLuv series of health-centric lighting, energy-efficient fans & air coolers, silent Aeroseers fans, and MCBlis with SDB technology, among others. A recent testament to our commitment to customer-centric innovation is Cloud 3 cooling fan with Cloudchill technology which can bring down air temperature by up to 12 degrees. This one-of-a-kind product has been much appreciated by the consumers. All these innovations are an upshot of our sustained investments in R&D and consumer insights.

We believe that the demand for energy efficient products will grow significantly in the future on the back of increasing consumer awareness and the Government's push for energy conservation. In this regard, we are continuously working towards bringing energy-efficient and cost-effective solutions for Indian consumers. Take for example our Lighting business, which is credited with many firsts in the industry, from being at the forefront of LED transition in the country, to being the first to receive BEE 5-star rating for LED bulbs. Similarly in Fans, we carry an extensive range of energy saving BLDC fans which promise up to 50 per cent savings on electricity bills for consumers. We also have a complete lineup of energy efficient air coolers and water heaters. Our product portfolio is centred around energy efficiency, and we will continue to expand it.

SMART SOLUTIONS FOR THE MODERN ERA

> **Amit Gossain, Managing Director, KONE Elevators India, pinpoints the intelligent and sustainable solutions that help provide a better quality of urban life**



KONE, a leading elevator and escalator company in India, has been investing heavily in technology centers in Chennai and Pune to focus on digitalization and IoT. KONE uses IoT technology for 24/7 monitoring and preventive maintenance to prevent system failures and entrappedments. Our brand also emphasizes energy efficiency and sustainability, by introducing machine room-less and gearless elevators that save up to 80% energy consumption. At KONE, we are exploring the use of solar energy as an alternative power source for the elevators.

KONE India has installed the world's largest passenger elevator at Jio World Convention Centre - an epitome of our technology advancements. KONE heavily invests in after-sales service and maintenance, training technicians in Chennai, Pune, Gurugram, and in collaboration with Chitkara University. We have formed a Technology and Innovation unit, combining Research & Development and IT functions and have partnered with IBM to use Watson IoT Cloud Platform and organized hackathon events to encourage new ideas and solutions.

THE BRAND STORY, AND STRATEGIC GROWTH LEVERS

Healthcare is a noble profession and Granules is helping solve healthcare challenges of humanity. Sector wise, healthcare is assumed to be of secular growth; however, pricing remains a concern. Generic players, like Granules India, help solve such affordability issues by providing inexpensive medicines. New geographies, new products, new solutions are the drivers for our growth.

Granules is a leading pharmaceutical manufacturing company known for quality products and innovation. We have a global presence and are a fully integrated pharma manufacturer. Our success is based on manufacturing excellence and cost leadership, built around our molecules, and we have a solid track record on quality, compliance, and EH&S.

We are now ready to turn a new leaf in our journey and set to transform our business and take it to the next level. Our strategy going forward focuses on three strategic levers.

The first one is **strengthening the core** by building on our efforts around efficiency, cost leadership, mitigating supply chain risks, growing market share, and moving up in the value chain across select markets.

The second strategic lever is **innovation and R&D** across our entire value chain from finished formulations, API, and going all the way back to **chemical intermediates** by reimagining chemistry through innovative technology platforms that we are building.

The third part is to create a **strategic lever through a sustainability** play through our partnership by Greenko for Green Pharmaceutical Products, a one-of-its-kind initiative. The initiative aims to

achieve the twin goals of healthy people and a healthy planet by using green energy, green energy enabled industrial feedstocks and creating a circular economy around our products.

LEVERAGING TRANSFORMATIVE INNOVATIONS

The last two years taught us to work even harder towards creating consistent value for our stakeholders.

The pandemic-induced disruptions tested our mettle and only those organizations that have strong fundamentals, resources and focused and far-sighted planning thrived through the challenge. Technology has played one of the most crucial roles in the overall advancement of the drug manufacturing process.

We are undergoing transformation to achieve excellence in science, technology, and innovation. Our approach aims to develop technological platforms in chemistry and biotransformation to boost the innovation engine and bring innovative offerings for our customers.

We are also leveraging our technology alliances to achieve backward integration for some of the key raw materials, including PAP and DCD, employing innovative routes and process technologies, and focusing on manufacturing quality with sustainability at the forefront by using novel approaches and procedures.

We will be using technology platforms, coupled with innovation in reuse and recycle of by-products, with almost no generation of waste, reimaged manufacturing platform using minimum resources of energy, development of "eco-green" process development.

At our newest manufacturing site in YEDA, Greater Noida, we have adopted **Industry 4.0 automation**. This has resulted in higher production capabilities for us thereby giving us a significant headway in serving the Indian market in the best way.

Additionally, we are also leveraging technology in our employee practices too. For the last two years, we have been using a virtual assistant to gather employee sentiments and capturing feedback to further improve our employee engagement levels. All these progressive adoptions and many more in the making is what creates a stronger foothold for us in the market and enable us to serve our customers better in all aspects.

LABELLING IT THE RIGHT WAY! THROUGH INNOVATION & SUSTAINABILITY

> **Saurabh Agarwal, Vice President & General Manager - Label & Packaging Materials, South Asia, Avery Dennison, identifies how savvy innovation has catalysed growth**

Avery Dennison is a global materials science company that has been at the forefront of innovation in its industry for many years. During our journey in India, we have been creating possibilities in several areas to innovate and trigger the next wave of change. A few of them are:

INTELLIGENT LABELS: These labels use radio frequency identification (RFID) technology and sensors to track products through lifecycle. From start to end. This technology allows the brands to gain real-time insights while enabling track & trace, supply chain efficiency, brand security and customer engagement. These can be used in various applications, including food and beverage, healthcare, and retail.

SUSTAINABLE MATERIALS: Our organization has been heavily investing in creating more sustainable materials to reduce the environmental impact of the industry products. We have been focusing on using thinner materials without any performance impact overall. We are focused towards developing label materials that are made of recycled content and other sustainable alternatives.

Additionally, our sustainability led product portfolios, Cleanlake & Wash Off solutions, help promote circularity within industry. We also consciously make an effort to promote FSC certified material sources in our range of products.

DIGITAL PRINTING LABEL SOLUTIONS: To cater to new age small batch, niche packaging needs, we have crafted an exclusive portfolio for catering to faster turnaround times and brands' customization needs. It also adds to our sustainability goal by using fewer resources than traditional printing methods.



A TECH-FORWARD TAKE ON TRANSFORMATION

> **Susmita Nag, Marketing Head, Fenesta sheds light on how the brand has built a winning organisation on the strength of digital transformation and enhanced CX**

As Fenesta celebrates 20 years of window excellence it is heartening to see how the windows & doors landscape has changed since its inception. Fenesta is the pioneer in uPVC windows and doors in the country and over the years has also expanded its product offering in Aluminium windows & Doors and Solid Panel Door categories. The brand's continuous efforts and its innovative approach towards customer experience and personalisation, has helped shape the industry as it stands now.

One of the key areas where Fenesta has excelled is the use of digital to improve the consumer experience. Fenesta has invested heavily in technology and analytics to better understand consumer behaviour and preferences. This has enabled Fenesta to offer personalised recommendations to prospective customers and to design products that are tailored to their needs and geography.

Fenesta's digital marketing efforts have also been highly effective. The company has leveraged various channels such as social media, performance marketing, search engine optimisation, hyperlocal marketing and email marketing to reach out to customers and prospects. Fenesta has also created a highly engaging and interactive website on the "Mobile First Philosophy" that provides consumers with all the information they need to make an informed decision about their fenestration requirements. In addition, Fenesta has a tailor-made software for the manufacturing and CRM that further helps in enhancing the customer experience.

Another area where Fenesta has innovated is in the area of personalisation. The company offers a wide range of customisation options for its windows and doors, allowing

consumers to choose everything from the colour and finish to the type of glass and hardware. This level of personalisation has helped Fenesta to stand out in a primarily unorganized market and has been a key driver of its success. Also, Fenesta has integrated the WhatsApp for Business with its CRM system for making it easy for customers to connect with Fenesta's support team.

Fenesta has also developed an AR enabled mobile app that allows consumers to visualise how their windows and doors will look in their homes before making a purchase and a 360 VR walkthrough of signature studio to virtually preview the design. This not only helps the consumer to make an informed decision but also makes the buying process more convenient for them.

Overall, Fenesta's innovative approach towards data, customer experience, personalisation, and digital marketing has helped the company to stay ahead of the curve in a highly competitive market. As the company continues to invest in new technologies and tools, it is well-positioned to continue its growth and success in the years ahead.



Fenesta
Better by Design

SOLUTIONS POWERED BY TECHNOLOGY

> **Archit Gupta, Founder & CEO, Clear, highlights how technology has catalysed a paradigm shift in GST compliance**

The GST system is a dynamic law that has constantly evolved since its implementation in 2017. It has brought transparency to transactions and allowed the government to monitor and curb tax evasion at the source.

However, it created fresh challenges for taxpayers, such as reconciling GSTR-2B with the books of accounts to lodge eligible Input Tax Credit (ITC) claims and nudging non-

compliant sellers to report invoices in time or not pay GST components of invoice unless the seller reported it.

Actions such as these take a huge amount of time and effort if done manually or using conventional methods such as Excel sheets. With our advanced end-to-end GST and MaxITC solution, taxpayers can perform advanced reconciliations between GSTR-2A or GSTR-2B, GSTR-3B and books at 2x speed. One can sort invoices at the seller level and use in-built communication tools to nudge sellers. Furthermore, we enable auto-population of Table-4 of GSTR-3B based on the reconciliation of GSTR-2B with books, providing detailed calculations and documentation.

Clear solutions have a record of saving 24 person-days per GST per year. Clear GST solution allows a business to save up to 2-7% in taxes with smart reconciliation and reports. You can claim 100% ITC every time to save an average of 4% GST.



SUSTAINABILITY AS A DRIVING FORCE

> **Manashwi Banerjee, Head of Communications, India and South Asia, Hitachi Energy, expounds on the strategic nature of sustainability, and how it lies at the heart of the brand's purpose**

Hitachi Energy has placed sustainability at the heart of its Purpose - advancing a sustainable energy future for all. As electricity becomes the backbone of the future energy system, our technologies will be central in accelerating the green energy transition. Today, 30% of green power in India flows through Hitachi Energy technologies, and with greater electrification of industries, transport & infra this will only grow.

In keeping with our identity, we target 100% carbon-neutral operations by 2030 and towards this end power 100% of our shopfloors & offices with fossil-free electricity. Furthermore, we have taken various initiatives for water conservation to reduce freshwater consumption and installed efficient wastewater treatment systems at its manufacturing sites. We are also encouraging and enabling the eco-system around us to commit to sustainability - we are investing in training our suppliers and co-creating eco-efficient product lines with our customers.



BESPOKE SOLUTIONS FOR BETTER OUTCOMES

> **Sabarish Mohankumar, Joint Managing Director, East West Pharma, delves into how the brand has improved access to best-in-class medicines for all**

Manufacturing and marketing pharmaceutical products took on a new meaning in recent years, bringing with it recognition as well as responsibility. East West Pharma, due to its advantage of having its own plant, could tune in to trends and repurpose many drugs to meet the demands of a changed healthcare scenario.

The therapy group based SBUs helped the company to tune the offering to emerging needs for each segment. The wide range of SKUs that the company brings out for each formulation has also been a differentiating factor with clinicians finding it easy to individualize treatment interventions. It is the overwhelming support and feedback of the medical fraternity that has helped the company chart a high growth trajectory.

For us, it has always been a work in progress. A lot needs to be done to help people live healthier lives amidst an alarming increase in non-communicable diseases. The pharmaceutical sector must play a critical role in ensuring that best-in-class products are made available to people, at an affordable cost.

