



Glass: The Smart Material for the Smart New Age

Vikram Khanna, COO, Consumer Glass; CIO & CMO, Asahi India Glass Ltd. (AIS)

Traditionally, the materials used to design and decorate homes have been wood, metal or cloth furnishings. Few people realize that delightfully beautiful effects can be achieved with glass. Available in a stupendous variety of styles, colours, designs and textures, glass has the potential to create stunning ambiances that have the power to transform living and elevate lifestyle.

Glass is that aesthetic, adaptable, versatile, economically viable and eco-friendly material which actualizes possibilities in architecture and design that few materials can. State-of-the-art technologies for lamination and processing have made possible new types and varieties of glasses that enable the perfect blending of function and aesthetics – for both exterior and interior applications. Glass enhances the visual appeal of living spaces and adds a touch of modernity wherever it is used.

Whether it is used for facades, doors and windows, or in interiors, glass is the perfect material for creating a stunning effect and stylish ambience.

- For confined spaces, glass is the preferred solution. It makes interiors look larger and livelier by reflecting light, illuminating surfaces, and

connecting the inside to the outside.

- Glass is also the 'right' solution for the requirements of peace and serenity, privacy, safety and security. Value additions and processing done on glass ensure that it provides a person with acoustic, privacy, and security and safety solutions. Hence, peace of mind is assured, without aesthetics being hampered!

- Moreover, glass being a completely recyclable and sustainable material,

helps achieve great design the eco-friendly way. A varied range of high-performance energy-efficient glasses, that reflect or absorb heat while



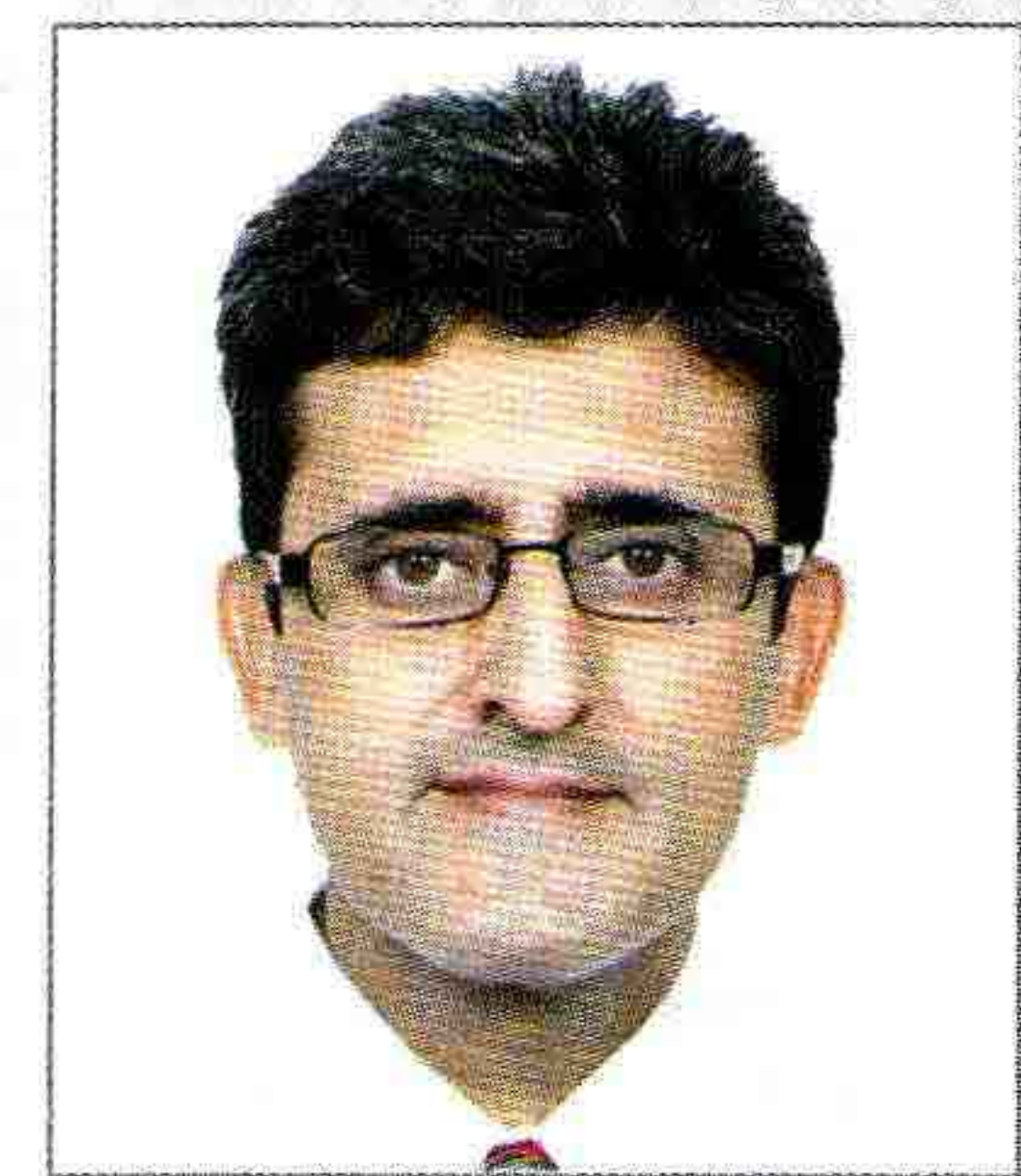
allowing light inside a building or room, enable higher standards of green architecture and living.

- Most importantly, glass is extremely amenable to specific requirements, as customised solutions in glass can be tailor-made to meet individual design needs and preferences. As such, more and more people are choosing glass to bring their imagination and ideas to life.

Indeed, the applications and uses of glass are as breathtaking as its effects. From entire facades to doors and windows, from floors, walkways and staircases to domes, canopies and skylights, from partitions and enclosures to shelves, table tops and countertops, glass is the one material with which you can see more, do more and be more. ▲



Vikram Khanna, COO - Consumer Glass, CIO & CMO, Asahi India Glass Ltd. (AIS), is a man of many facets. Armed with an MBA, he joined AIS in the capacity of Material Head, in 1996. Over the years, Khanna has integrated several functions within the organisation that used to operate in silos. This has resulted in greater cohesion and efficiency, helping various departments cut down costs and streamlines various revenue-generating operations. As a de-risking strategy, he diversified AIS Auto's offerings to include commercial vehicles, heavy earth movers, exports, industrial glass applications, etc. The robust processes that exist today in the Materials Division were initiated under his leadership and are testament to his vision and commitment to sustained progress. Over the past 18 years, Khanna has enhanced the value of every department he has been a part of, contributing to the overall growth of the company.



The consumers of urban India today are a whole lot different from those over a decade ago. Smart, well informed, and with a new-age outlook, they demand a contemporary lifestyle that is in tune with global tastes and trends – one that their predecessors only dreamt of. The desire for a well-designed home, office or commercial space is a reflection of this transformation. And glass has emerged as one of the favoured materials in architecture and interior design, which can fulfil these aspirations beautifully.