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a monthly realty news digest

Dear Readers,

REalVIEW is a monthly news digest bringing to our clients and well-wishers news updates on major developments in the realty industry. The periodical will keep the readers updated on the significant changes and trends affecting real estate development within the country as well as globally, thus helping them in taking informed and calculated investment decisions.

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Sunil Kumar V
Founder & Managing Director
Asset Homes

Title: Kerala's Real Estate Metamorphosis in 2023: Trends, Innovations, and Future Prospects

Gokul G K



Kerala, renowned for its lush landscapes, rich cultural heritage, and vibrant communities, is witnessing a transformative phase in its real estate sector in 2023. The confluence of evolving consumer preferences, technological advancements, and sustainability imperatives has catalyzed a paradigm shift, reshaping the state's real estate landscape.

1. Sustainable Development Initiatives

In line with global trends, Kerala's real estate sector is embracing sustainable development initiatives. Developers are increasingly adopting eco-friendly construction practices, integrating renewable energy sources, and incorporating green building designs. The emphasis on sustainability not only minimizes environmental impact but also addresses the growing demand for energy-efficient and environmentally responsible homes.

2. Innovation in Architecture and Design

The architectural landscape of Kerala is evolving with a fusion of traditional aesthetics and contemporary design principles. From eco-conscious homes inspired by vernacular architecture to modern structures integrating innovative materials and spatial concepts, the real estate market is witnessing a renaissance in design diversity. The infusion of cultural elements with modern functionality is reshaping the state's architectural identity.

3. Technology-Driven Solutions

Technological advancements are revolutionizing Kerala's real estate sector. The integration of Building Information Modeling (BIM), augmented reality (AR), and virtual reality (VR) is enhancing project planning, design visualization, and customer engagement. Additionally, digital platforms for property transactions and remote property viewings are gaining prominence, offering convenience and accessibility to buyers and sellers alike.

4. Evolving Housing Trends

The housing preferences in Kerala are undergoing a transformation. The demand

for compact, smart homes equipped with modern amenities is on the rise, particularly in urban centers. Additionally, there's a growing interest in sustainable, off-grid housing solutions amidst a heightened focus on self-sufficiency and eco-conscious living.

5. Development of Integrated Townships

Integrated townships are emerging as a prominent trend in Kerala's real estate market. These self-contained developments offer a mix of residential, commercial, recreational, and educational facilities within a cohesive community framework. Integrated townships cater to the demand for holistic living experiences, providing convenience and a sense of community for residents.

6. Emphasis on Responsible Tourism Real Estate

Given Kerala's allure as a tourist destination, there's a notable focus on responsible tourism real estate. Developments that align with sustainable tourism practices, offering eco-resorts, wellness retreats, and environmentally conscious accommodations, are gaining traction. These ventures aim to preserve Kerala's natural beauty while providing unique, experiential stays for travelers.

7. Affordable Housing Initiatives

Efforts to address the housing needs of all segments of society are underway. Government-led initiatives and private sector interventions are focusing on developing affordable housing solutions to ensure adequate housing for low and middle-income groups, promoting inclusivity and social welfare.

The real estate transformation in Kerala in 2023 embodies a shift towards sustainable, technologically-driven, and culturally rich developments. As the state navigates this evolution, the convergence of tradition and innovation paves the way for a vibrant and resilient real estate sector that caters to the diverse needs and aspirations of its populace while preserving its unique heritage and natural beauty.

Cement Prices Shoot Up Highest Increases In Southern Markets



Cement companies in India have hiked the prices in September after keeping the prices fairly stable during the month of August, according to a dealer check conducted by Equirus Securities.

Cement companies usually increase prices during the first of every month, and often roll back the changes when they find that there is a dip in demand. Equirus said channel checks also suspect a partial rollback to flow in shortly.

The highest increases have been carried out in the southern markets, where prices have been increased by a whopping Rs 35 per bag, followed by the eastern region, where it has been increased by Rs 20 per bag.

The northern markets have witnessed a hike of Rs 15-20 per bag. The central and western regions of the country including Madhya Pradesh, Gujarat, Maharashtra etc.. experienced a comparatively lesser increase in the prices to the tune of Rs 10-15 per bag, according to the dealer checks.

According to the report, the eastern and southern regions of the country have seen less demand while the trend has remained stable in the central regions. The north and western parts of the country continue to show a healthier demand through the month of September, it added.

Cement companies have attempted to raise cement prices multiple times this year, with varying levels of success across different regions of the country. In North India, cement companies were largely able to implement price hikes of around Rs.10-20 per bag between January and March. Demand from infrastructure and housing projects in states like Rajasthan, Punjab, Haryana and Uttar Pradesh supported the price increases.

However, rising input costs, especially coal prices, continued to put pressure on profit margins. From April onwards, slower construction activity during the hot summer months led to reduced cement demand. This prevented further significant price rises

for the rest of the year in North India.

The South Indian cement market presented a mixed picture during this period. In states like Tamil Nadu and Karnataka, improved construction activity and lower production costs allowed companies to raise prices gradually by Rs.10-15 per bag from January to April.

But in Kerala and Telangana, weak demand conditions and intensifying competition from newer players restricted the room for price hikes. From May to August, heavy monsoon rains affected construction activity and cement dispatch volumes in South India. This forced companies to cut back prices to boost sales during the lean monsoon period.

In East India, specifically in states like West Bengal, Bihar and Odisha, cement demand remained relatively weak throughout the first half of 2023. High competition among established and newer players in this region prevented any major cement price increases.

Most companies in East India could only implement marginal hikes of around Rs.5-10 per bag from January to June. It was only from July onwards, with the start of the festive season, that demand started to gradually improve in East India. This enabled more meaningful price rises of Rs.15-20 per bag in July and August.

The Western states of Gujarat and Maharashtra saw healthy demand from infrastructure and housing projects during the January-April period. Cement manufacturers were able to raise prices by Rs.15-25 per bag during this phase. However, the onset of monsoons from May led to slowed construction activity and flooding in some parts of Gujarat.

Cement prices in western markets stabilized during the rainy season due to weaker demand conditions. In August, with the ebbing of monsoon rains, cement dispatches started to pick up again in West India. But higher input costs prevented manufacturers from considering any major price hikes for the rest of the year.

Insights From The Building Material Industry



The manufacturers today are embracing the power of technology to transform manufacturing processes to develop eco-friendly products and processes as well as improving customer experience through mobile platforms and AI. As expressed by most of the companies, quality and safety, speedy construction and decarbonizing of the construction are the top factors driving change in the entire value chain.

TECHNICAL ADVANCEMENTS IN BUILDING PRODUCTS

Technology has had a profound impact on the advancements of the building products. But, they also require skilled personnel and effective change management practices.

Sanjay Bhalla CEO, MAPEI gives his perspective, "The construction industry is continuously being updated and upgraded with the latest technologies to improve the cost, safety, efficiency, and quality of construction. New products are helping concrete producers become sustainable by offering solutions that transform, reduce and recycle waste streams, saving cost by transforming waste returned concrete into recyclable aggregates with the help of these innovative products. New innovative products are designed to help reduce CO2 emissions from the production of concrete by optimizing the use of alternative binders and cement replacement materials in the production of ready-mix and precast concrete while maintaining the same hardened properties.

For instance, Liquid coatings (Hybrid Acrylic, Polyurea /PU) with fast curing saves the time of execution of in fast track projects, having high mechanical performances too increase the durability of the concrete. Water-based polymers are in use for this kind of application. Tile grouts with drop effect reduce surface absorption to help repel water, dirt and grime from penetrating grout joints. The new feature provides "added protection against water, dirt and grime" by causing water-based liquids to bead up before permanent damage to the grout occurs."

Mahesh Anand, President, Nippon Paint India (Decorative Division) shares about their products, Nippon Paint stands as a brand that maintains a continuous process of growth and enhancement for its array of products and services, encompassing both Paints and the Beyond Paints category. Presently, there exists a considerable demand for Eco-friendly and Low VOC Paints due to their positive impact on indoor air quality and the absence of noxious fumes. Demonstrating their efficacy, Antimicrobial paints have displayed their ability to reduce the proliferation of bacteria, fungi, and other microorganisms on painted surfaces.

Lately, there has been a noticeable shift in consumer preferences toward Heat-reflective and Cool roof coatings. These coatings are devised to reflect a significant proportion of heat, thereby effectively managing interior room temperatures and leading to diminished energy consumption for air

conditioning purposes. Additionally, the emergence of Smart Coatings and Thermochromic Coatings has enabled the alteration of color in response to temperature fluctuations, which proves advantageous in designing energy-efficient buildings. Another pivotal advancement involves the integration of nanoparticles into paints. This innovation has yielded noteworthy progress in terms of paint durability, UV resistance, water resistance, and the incorporation of antibacterial properties."

Varun Poddar, Director, VOX Building Products Private Limited stated, "VOX products stand as exceptional alternatives to wooden counterparts, offering enhanced aesthetics and superior functionality. Wooden products often present challenges such as vulnerability to water and the need for frequent polishing. In contrast, VOX products provide an identical appearance and tactile experience while boasting complete waterproofing and germ-resistant properties. The added advantage lies in their maintenance-free nature, eliminating the necessity for polishing or varnishing.

Furthermore, by choosing VOX, we contribute to the conservation of trees – a precious resource. These attributes collectively position VOX as an ideal solution for the Indian subcontinent's unique requirements. We are also constantly working on improving our technologies. That is why when we produced new colours from our Nature collection, we used Thermal Printing, a modern and precise printing technology. Thanks to this, wood-like decors are more similar to natural wood because they have a more interesting and diverse pattern and they can be easily adapted to the wood joinery of your house. In addition, Infratop will allow you to install lighting that will hide the cabling and structural elements of the roof."

Lalit Beriwala, Director, Shyam Steel added, "Steel industry has undergone a major technological transformation. The steel bars segment for building construction is also no exception. Significantly, development of high-strength steel bars, which remains a major achievement, asserts advanced tensile strength and ductility, enabling the construction of taller and more durable structures. Moreover, their weight being lighter, it becomes easier to transport them at reduced cost and handle them on sites quite comfortably.

The technological advancements have also helped the industry in the adoption of weather-resistant coatings on steel bars to effectively address India's varied climatic peculiarities and unpredictable environmental conditions. The usefulness of the coatings, often composed of zinc or epoxy, lies in the protection of the steel from the rust and corrosion that ensures long lifespan of the constructions. Notably, ribbed or deformed steel bars have earned significant popularity by virtue of their improved bonding properties with concrete. This innovation confirms that the concrete holds on effectively to the steel, resulting in compelling and more robust structures.

Thermo-Mechanically Treated (TMT) bars are now extensively accepted in India, owing to their extraordinary strength and ductility. The construction industry has also adopted the use of prefabricated steel reinforcement elements, such as cages and mesh. These off-site engineered elements improve efficiency, lower labour costs, and keep consistent quality in construction projects.

It also needs to be emphasized that digital technologies have reformed quality control and monitoring in steel production. Real-time data analytics and sensors are now being used to ensure that steel bars meet stringent quality standards. The integration of recycled steel in bar production, eases the carbon footprint and preserves natural resources. Last but not the least, smart construction materials, including steel bars embedded with sensors and RFID tags, provide real-time tracking of structural integrity, offering valued data for upholding and safety.”

Vivek Kejriwal - Managing Director - Sunvik Steels Pvt Ltd briefs, “Sunvik Steels Private Limited was founded in 2003 near Bangalore in Karnataka. It is regarded as the first fully integrated steel plant in the region spread across more than 80 acres. Sunvik has extended its commercial footprints in Karnataka, Tamil Nadu, Kerala and Andhra. We endeavour to create value and be recognised as a worldwide steel industry leader by focusing on innovation, technology, sustainability, and people.

Since the inception, Sunvik Steels has been focussed on quality and we have perfected the optimal amalgamation of cutting-edge technologies backed by empirical expertise and a desire to give our customers immaculate service. We make use of cutting-edge German technology and always continue to upgrade our systems and processes.

We are launching MS Wire Rods and HB Wires now to cater to the B2B needs. Wire Rods are in a huge demand by the MSMEs in the manufacturing sector due to its wide applications. We already had the integrated steel plant so it was easy for us to foray into Wire Rod manufacturing. We wish to expand our Wire Rod division to produce various types of Wire Rods to cater to all types of industrial requirements.”

Prem Shanker, Prem Shanker, CEO, Ramco Industries said about his company, “Ramco Industries Limited is part of the US\$ 1 Billion ‘Ramco Group’ with interests in building materials, cotton yarn, surgical cotton and software. With 12 plants across South Asia and an 8000 strong dealer network, Ramco Industries is one of the leading building materials manufacturers in South Asia and has been in the forefront of innovation, answering perplexing challenges with definitive solutions.

Ramco Industries Ltd is one of the best performing, highly efficient producers of Fibre Cement Sheets in India and has pioneered and introduced the innovative Calcium Silicate Board – Ramco Hilux, a versatile building material using Japanese technology from the ‘A&A Materials Corporation’, Japan. Ramco Hilux scores overwhelmingly against Plywood, Gypsum, MDF boards or any other wood composite boards in the market with its phenomenal properties and is the ideal choice for dry construction – be it walls, partitions or ceilings.”

Ashwin Reddy, Managing Director, Aparna Enterprises Ltd was of the view, “Building construction has witnessed key technical advancements that have positively impacted the industry. Some of them include pre-designed Aluminium Formworks or customised Aluminium shuttering, concrete replacing bricks, boom pumps to transport concrete and high speed material/passenger lifts in high-rise buildings.

Precast homes are becoming increasingly popular in projects where large numbers of flats are to be delivered. Besides, glass build-

ing envelopes are preferred to speed up completion of buildings. The use of high-performance glass ensures energy efficiency and enhances light penetration. Interestingly, for smaller homes, 3D-printing technology is being used. This technology is quite promising, however, it has not been implemented for larger units.”

PRIORITIZING ENVIRONMENTAL RESPONSIBILITY

There is a growing emphasis on sustainability in both construction processes and the construction materials. The manufacturers too are following the growing demand to cater to this need.

Varun Poddar elaborates, “The building materials sector has been contributing significantly to environmental preservation, primarily through the avoidance of using scarce resources such as wood and water. Additionally, the sector has played a pivotal role in reducing labour-intensive processes by manufacturing user-friendly products that require minimal maintenance. The advent of new-age building materials has further revolutionized the industry by introducing products that are not only efficient but also expedite installation processes, leading to substantial time and labour savings, ultimately translating to cost reductions.”

Mahesh Anand shared his thoughts, “There are several significant factors that the industry is actively focused on, aiming to contribute to a sustainable world while maintaining a positive environmental balance. The initiatives include, minimizing VOC emissions, development of water-based formulations, incorporating recycled content, enhancing durability and longevity, attaining Green certifications, streamlining waste reduction efforts, promoting energy-efficient production processes.”

Sanjay Bhalla added, “Use of Green products, Green Build Certifications, Waste Management (Reduce, Recycle, Reuse), Solar street lights etc. are some of the eco-sensitive steps taken by the companies. Industries are developing the concept of Green Innovation and we have applied it to all those products which, apart from meeting the requirements of various important certification institutes, also have other characteristics to improve environmental comfort in the areas where they are applied and to safeguard the health of users.”

Prem Shanker briefs on their sustainability steps, “Ramco Greencor roofing sheets are 100% asbestos-free. Unlike metal roofing sheets, they do not corrode and are unaffected by lightning and electrical power ensuring a safe environment for the occupants. Greencor creates zero noise pollution and ensures a calm and quiet interior. Ramco Industries also provides 3600 support in Green Dry construction through Ramco SmartBuild Solutions by offering Design & Material consultancy, Project execution, Site quality assurance and training in dry construction.”

Vivek Kejriwal said, “Recently, we were awarded the GreenPro Certification for our sustainability measures. We have been working towards green and sustainable measures from the early stage of our operations. We are taking care of the solid by-products coming out of the plant furnace and steel melting division to manufacture Flyash Bricks and Blocks. We are generating 10MW of power from our Waste Heat Recovery Captive Power Plant. In addition now we have set up Wind and Solar power plants generating further 13MW of electricity for captive consumption. Our Biogas plant provides fuel for the canteen operations at our manufacturing plant. We are aiming to be 100% reliant on renewable sources of energy. We have adapted various measures to reduce-recycle-reuse our solid, liquid and gaseous resources to keep operations clean and green. It is a continuous journey and doesn’t stop at the GreenPro certification. We have and will continue our contribution

to the environment and sustainable Steel manufacturing as an industry pioneer. Currently, Sunvik Steels is the only company manufacturing certified Green Steel in our region.”

Ashwin Reddy, shared, “The industry continues to use recycled content in building materials such as fly-ash and PVC leading to lesser use of wood content in buildings to improve sustainability. Additionally, recycling of water is a priority in most projects. The sector has been actively putting in resources to be conscious about carbon footprint.”

Lalit Beriwalla stated, “Notably, in spite of the myriad constraints the construction sector is embracing sustainable practices like offsite and modular construction methods to lower its environmental impact further. Specific target driven sustainability initiatives are being taken with increased emphasis on R&D for development of eco-friendly materials and technologies. The sector also recognizes the importance of educating its workforce on sustainable practices and actively engages with stakeholders, including governments, businesses, and environmental groups, to collaboratively develop and implement sustainable solutions. These collective endeavours position the construction sector as a key player in addressing climate change and other environmental challenges, offering a promising path towards a more sustainable future. However, full success of these efforts hinges on how passionately we pursue the national agenda of environmental sustainability.”

ENSURING QUALITY AND CONSISTENCY

The construction sector is an ever-changing industry, constantly seeking innovative solutions. And to meet the varied demands of modern buildings, the products companies are keeping pace by offering quality products to match.

Lalit Beriwalla said, “As far as we are concerned, from sourcing the finest raw materials like iron ore and scrap steel from trusted suppliers to employing advanced manufacturing processes, including continuous casting, rolling, and heat treatment, to ensuring consistency in quality, it’s a comprehensive set of activities that constitute our carbon-foot-print reduction strategy. Rigorous testing at every stage, supported by an ISO 9001-certified Quality Management System (QMS) is another important step to guarantee excellence. We prioritize skill upgradation and reskilling of our workforce through comprehensive training on all relevant areas of production processes and safety parameters. Our continuous improvement ethos manifests in suggestion schemes, a dedicated improvement team, and customer feedback programs.”

The construction industry is continuously being updated and upgraded with the latest technologies to improve the cost, safety, efficiency, and quality of construction. New products are helping concrete producers become sustainable by offering solutions that transform, reduce and recycle waste streams, saves cost by transforming waste returned concrete into recyclable aggregates with the help of these innovative products.

Mahesh Anand stating their focus on quality said, “A fundamental objective of the company is to establish and implement SMP practices (Strong Manufacturing Programme) at each phase of the manufacturing cycle, as directed by the NIPSEA group's guidelines. By adhering to these protocols, all factories under the NIPSEA group across different countries adhere to a standardized process, thereby guaranteeing the highest product quality as well.”

Prem Shanker shared his company product’s USPs, “Ramco Hicem Fibre Cement Boards, Tiles and Planks are made using cement, cellulose fibres and special additives. Its laminar process gives it a stable crystalline structure. This structure brings an added

advantage to Ramco Hicem, making it more durable and dynamically stable. Ramco Greencor is a superior roofing product, manufactured using European Technology and specially developed (PVA), Polypropylene Fibres to give the world its first ideal industrial roofing sheets.”

Sanjay Bhalla stated that by implementation of Integrated Management System (ISO 9001:2015, ISO 45001: 2018 and ISO 14001:2015 standards) and also products are compliance to BS, IS, ASTM codes, they are making sure of the superior quality and consistency of their products as per the benchmarks.”

Ashwin Reddy informed, “Aparna Enterprises uses the best machines, high quality equipment and very well-trained manpower to ensure superior quality and consistency of all our products. Quality Assurance and Improvement are the foundation of our work ethos. We maintain high-quality standards for our products through regular inspections, customer feedback and continuous improvement.”

Varun Poddar briefs, “VOX has been manufacturing interior and exterior products for the past 34 years in accordance with European standards. The products have undergone continuous enhancements informed by customer feedback, as well as research conducted by design schools and universities within the VOX Group. These measures serve to guarantee the quality and consistency of our production while also prioritizing user-friendly functionality. Before being put into production, the products are subjected to numerous tests: market, utility, transport, and assembly, so that they meet the growing requirements of customers in the areas of functionality, quality, and design. The laboratory plays the role of research and control of raw materials introduced into production, as well as samples and monitors semi-finished and finished products produced on the production lines. We have equipment suitable for testing the physicochemical properties of solid and liquid raw materials, i.e., specific, apparent, bulk density, CIELab color, flowability, and humidity. At VOX, we offer a ceiling made as per European standards in our plants, with a 10-year warranty, with a proven resistance to changing weather conditions and biological corrosion. VOX offers two types of ceilings. The first one is a ceiling with visible perforation on the SV(P)-07 panel, installed in combination with the unperforated SV(P)-08 panel. The second type is the SV(P/PU)-09 ceiling with hidden ventilation. This is our patented technology, In this case, only one type of panel is needed to install it. It is a convenient solution which significantly shortens installation time.”

Vivek Kejriwal added, “The conventional steel manufacturing industry makes maximum use of fossil fuel and power generated through non-renewable sources of energy which in turn affect the environment due to the massive amount of carbon dioxide released in the process. Still around 75% of the steel manufacturing plants across the globe are using coal-fired blast furnaces which are responsible for large amounts of carbon dioxide release in the atmosphere. Overall the steel manufacturing sector accounts for around 8% of global carbon emissions. The ill effects of high carbon emissions on the global environment are quite obvious. The Green Steel is manufactured reducing the dependency on fossil fuels for heating and electric power requirements.

At Sunvik almost 85% of the power requirements are met by renewable sources and on top of that we reduce-recycle-reuse all our solid, liquid and gaseous by-products generated during the steel manufacturing process. We have upgraded the technology, machines and appliances deployed at the factory to make them more energy efficient. This is our way of minimising the carbon emissions. Thus we are able to produce Green Steel TMT bars by minimising the carbon emissions. Though producing Green

Steel comes with a cost, we have taken firm steps to put Nature First and work as a role model for others and educate the masses on turning towards Green Steel for their requirements.”

TECHNOLOGY, SUSTAINABILITY & SUPPLY CHAIN EFFICIENCIES

The construction industry is no stranger to supply chain disruptions that can cause increased costs and necessitate alternative measures. Various manufacturers have adopted appropriate sourcing strategies to circumvent the problem.

Mahesh Anand explains the steps taken by the company, “Aiming to secure proficiency and efficacy in secondary deliveries, Nippon Paint's Logistics team introduced Project Toofaan, an advanced analytics tool designed to monitor and forecast demand. This initiative has brought about substantial enhancements in inventory management. Energy-efficient production techniques, exemplified by high-solids coatings and UV-curing systems, exhibit the potential to curtail energy consumption. This reduction is achieved through shortened drying times and decreased reliance on high-temperature curing processes.

Furthermore, to make a positive environmental contribution by mitigating the impact of paint products, the adoption of sustainable packaging solutions has gained momentum across the supply chain. This entails the use of biodegradable or recycled packaging materials. In addition to this, it has become necessary for companies to possess tools for quantifying and monitoring the carbon footprint associated with paint manufacturing and distribution. This strategic approach aids in pinpointing areas of improvement and facilitates the implementation of emission-reduction strategies.”

Sanjay Bhalla briefs on their processes, “We keep track of different vendors and provide services like verifications of the products, automatic invoicing & payments. Enhancing forecasting accuracy, streaming various operational processes such as inventory levels, demand forecasting and order fulfilment and increasing collaboration with all stakeholders are some of the steps we take. Additionally, we make sure of speeding up business processes and preventing bottlenecks, reducing delays & improving efficiency.”

Vivek Kejriwal shared, “The awareness about Green Steel is still at the bare minimum level. It is mainly because still most of the steel is manufactured by conventional methods and that is readily spread across in the market. We have consciously started Sunvik Sarathi programs to educate the people related to construction and even the property owners who plan to start construction

about Green Steel and its advantages so that they can make an informed decision when they have a choice to choose from a Green Steel TMT bar and a normal TMT bar.

We keep these four goals in mind when it comes to delivering the best of Sunvik Steels through our TMT bars. To integrate the pursuit of “quality” within the organisational architecture. To exemplify ‘Quality’ in all of our acts, which includes our earnest efforts, intelligent direction, and expert execution of products, clients, vendors, and staff. We are focused on reinforcing our strengths through increased quality achievements while maintaining environmental requirements. To contribute to the environment and become a 100% sustainable steel manufacturing company.”

Ashwin Reddy added, “In order to optimise supply chain efficiencies, Aparna Enterprises has recognised the importance of leveraging technology. We have implemented ERP systems to manage inventories that help us avoid overstocking or understocking of required materials for production.”

Varun Poddar shared, “At present, all of our products are manufactured in our European plant. We import and stock these products in the VOX India Bengaluru warehouse. From this warehouse, we distribute VOX products to all of our VOX distributors across India, who maintain their own stock. The distributors then supply VOX products to dealers, retailers, and customers. Through this network, we ensure that VOX products are available in all Class A, B, or C cities. Furthermore, by the end of 2023, VOX will have a plant in the Bengaluru Jigani industrial area. This development will enable us to ensure the availability and supply of VOX products throughout all 365 days.”

Lalit Beriwal summarized, “With new technologies in place, particularly AI, IoT, Block Chain, Robotics, Data analytics and Quantum Computing, there has been a paradigmatic shift in the realm of management and optimization of supply chains. Now, real time visibility of shipments and deliveries besides tracking inventory is possible with precision and accuracy. As far as automation is concerned, it helps streamline critical tasks such as demand forecasting and inventory management, effectively reducing errors and inefficiencies. In other words, efficient use of technology helps decision making in business faster, easier, and almost error-free. Shyam Steel always believes in innovations and modernization and, therefore, embraces new technologies in each phase of their development. We make best use of them not only to harmonize our business activities but also to optimize customers’ satisfaction in terms of excellence in product quality, on-time delivery of products and efficient management of logistics.”

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