



**AVANISH SINGH VISEN**  
CEO of ENCRAFT



EXPERIENCE EXPERTISE AND EXCELLENCE WITH  
**ENCRAFT INDIA PVT LTD**

**D**esigning varied styles of windows and doors with flair style and expertise to decorate homes and buildings, becomes a trend of this modern world. Suiting to the requirements of customers, Encraft India offers an incredible design of doors and windows with unique style and finesse.

Covering the quintessential aspects of the Company, Business Connect is in conversation with the CEO of Encraft, Avanish Singh Visen. Below is the coverage of the interview.

**Business Connect: Please walk us through your brand in detail and the services it provides.**

Encraft is a product brand of Encraft India Pvt. Ltd., the flagship company of the DCJ Group. In 1961, our chairman Mr. D.C. Jain started extruding HDPE strips for cane furniture and then ventured into PVC pipes. He played a key part in developing drip irrigation systems and developed a technology for water hand pumps to ensure water is accessible to everyone. The company carried on to expand into flexible PVC extrusion and developed patented magnetic sealing

systems used by the refrigeration industry, where it is today a key supplier to well-known household names like Samsung, Godrej, and LG.

In 2005, company had a great vision to enter the uPVC fenestration market in India and then carried out extensive research across Europe to evaluate companies that had best practices and most innovative products.

In 2006, company teamed up with Halo Systems in the UK, which has been in UPVC fenestration since 1979, supplying innovative products designed by an Austrian Engineer to the market. Then, ENCRAFT was born!

Encraft provides complete window solutions, from initial design to production and final installation of window systems for both home and commercial use, Encraft systems are number one in styling and a benchmark for engineering precision. Encraft systems come in a range of shapes and sizes, are custom designed to suit the local requirements, fabricated to exact dimensions and fitted-to-suit the particular requirement options. Be it any design or specification, Encraft has a solution – of style and elegance to meet all expectations.



**Business Connect: Discuss your Clientele. How is your brand winning the faith of clients?**

The spectrum of clientele includes Architects, Developers, Builders, Home Owners, Indian Government, etc. & we have the reach from a small segment like mass housing to high-end villas/homes, etc.

We strongly believe in trust, loyalty, transparency & heart to heart relationship with each and every client & this is the base of their unbreakable faith in Encraft. Customer satisfaction is our top most priority & their feedback is considered on a true note for better tomorrow. All Encraft actions are based on their feedback needs and expectations. Our whole team is continuously working to offer a product for improving the life of our clients and society by ensuring value for money as well.

We strive hard to stand up to the expectations of our customers at all times. Our client-centric approach has helped us in building a reliable customer base. With a vision to create desire by exploring the boundaries of fenestration solutions, we have combined 40 years of know-how in the window industry with advanced technology, high tech machinery and a strong local presence to ensure maximum satisfaction to our customers. We provide full training on fabrication and installation for our associates and our team is never far away when further support is required.

**Business Connect: How is your brand keeping up the pace with the changing market trends?**

We keep closed eyes on the market & always deliver the product over and above the market expectations. ENCRAFT systems are engineered with precision and are masterpieces of art; they offer a lifetime of style, strength, and security. With the help of a hard-

working team of dedicated professionals, state-of-the-art technology and our associates, we maintain a perfect equilibrium between energy efficiency and easy living.

ENCRAFT systems come in a range of customized designs and wooden finish to match with all décors. Choose from our extensive collection of stylish doors and windows to add a touch of personalized styling in living space or your offices. Our product range boasts a wide variety of casement doors and windows, sliding doors and windows and combined doors and windows.

**Business Connect: Does your Company rely on R&D? How is it helping you?**

Yes, companies with constant R&D investments have a higher chance of succeeding in the global market. To attain the best professional advantage, investment in R&D comes hand in hand with processes such as market development and new business processes. Manufacturers should be firm about what they plan to accomplish with their business. The most successful businesses are always innovating. They are always finding new ways to build up their competitive advantages. R&D is necessary for boosting the vision and objectives of a business, so companies should never be reluctant to take action toward innovation.

We rely a lot on R&D and it's the main pillar of our growth. It's the function, which helps us to be one step ahead than the market expectation and competition. The management of R&D activities is a key factor allowing achievement of future growth as they are eventually leading toward an increase in the company's knowledge, better technology capacities and products and processes innovation.





**Business Connect: How has your brand coped with the latest technology?**

We have a strong belief in Technology & accordingly we use the latest available technology in the world whether its production, design or testing. We have heavily invested in a world-class latest technology machines, which money can buy like Extrusion Machine, Windows Testing Machine, etc. ENCRAFT was incepted with the most up to date equipment and the systems were specifically designed with the needs of the Indian consumer and the Indian climate in mind. However, we believe in continuous innovation and up-gradation of the best tools techniques and machines that money can buy.

We are certified to and operate an Integrated Management System (IMS), covering ISO9001, ISO14001 and OHSAS180001 standards ensuring that all our operations meet international standards, covering design, manufacturing, supply and service. Taking into consideration quality, style, elegance and innovation, ENCRAFT is pioneered in the manufacturing of uPVC windows and door systems that uses advanced technology in formulating and extruding various uPVC compounds for specific applications. Utilizing the latest technology and detailed dimensional drawings, ENCRAFT engineers are able to produce new and innovative products to satisfy the building needs in any geographic region. High-performance ENCRAFT uPVC windows and doors outperform any other competing alternative on the collective parameters of strength, quality, and aesthetics.

**Business Connect: What milestones and achievements do you boast of?**

From the inception "Encraft " has always raised the industry standards and in one decade it became the

'Synonyms of UPVC Fenestration as well most trusted choice of our customers' & this is our achievement.

**Business Connect: If you have any message to give for the readers of Innovative Zone, then share.**

Innovation is a hot topic these days. More than just a buzzword, it sets successful businesses apart, giving them a competitive advantage. But the business world is often focused on results and returns, making it difficult to create a culture focused on new ideas and long-term gains.

But in order to innovate, companies need to create a culture of innovation among employees, one where staff is encouraged to generate and develop ideas

While every business starts from an entrepreneurial mindset with somebody delivering a new or improved product or service to the market, the firm often becomes less forward-thinking, taking a more defensive position as opposed to offensive, as it grows. The move to innovate by many companies is derived from a need to address problems. However, the most successful companies opt to innovate in order to raise the bar.

Everyone knows how tech giants Google and Apple raised the bar, but closer to home, even law firms, normally regarded as bastions of tradition and routine, have been engaging in innovation.

The successful exploitation of new ideas is crucial to a business being able to improve its processes, bring new and improved products and services to market, increase its efficiency and, most importantly, improve its profitability.