



# ASPIRING VALUABLE GROWTH



**Paras Kumar**

Managing Director, Sharp Ply (India) Private Limited

## Give your opinion on the current market trend?

In my opinion market trend is going to be slow for next few more months, mainly because of cash flow in market & overall Global trend is negative. Though the government is trying by various lucrative schemes to boost economy, but it will take time for money to flow in the market & end user it may take 8-10 months of process so crisis will remain and market trend will be more negative in coming time.



**Tell us about your new product launches, their features and the innovative technologies behind them?**

We are constantly on mode of innovative product, with latest range of product first of all it is First Time In India, nobody has even thought about such product, secondly it is cost effective, durable & user friendly. With these combinations we are sure that we will be able to make our own space to good level.

**What is your business expansion and growth plans for the ongoing year?**

As indicated above, market sentiments are not very positive & in current scenario to maintain existing level itself is big achievement. In our case as we have sizable range of products & time to time, we are adding up new innovative products to our kitty. Of course, we are trying for growth but it may not be very big in number.

**What is your reaction on the budget announced for the industry?**

Initial announced budget was nothing very great to attract new growth in industry, & the same was realised by Govt & they started working & also offered few goodies to attract local & foreign investor so money can be pumped in Indian market & target Make In India can see success. I don't say it is failure but not able to see admirable results. On other side banks not playing proactive role to make industry comfortable. Lot of countries had shown interest on papers but disappointed by results as nothing great came up.

**Is there is something you would like to share with your audience at large, such as your brand motive or principal?**

We believe in growth for all, our motive & principal is very clear, we never compromise on quality for monetary gain. We always maintain a balanced relation with customer and guide them correctly so they don't get confuse with lookalike products. Principally, when it comes to quality, we don't mind losing business than making compromise in quality. Clear motive to give best at most reasonable price for longevity for all. For us our brand has much bigger value than anything else. ■

