

# Market understands the convenience of using H beams

*Paras Kumar,  
Managing Director,  
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**H**

ow Excon 2019 created a positive vibe for the industry, what were the products at your display? Excon 2019 was a great platform for us to exhibit our recent innovations and additions to our existing product line. Products ranged from Formwork solutions to shuttering plywood and door solutions.

Paras Kumar,  
Managing  
Director, Sharp  
Ply (India) Private  
Limited on the  
market response  
to H- Beams and  
the company's  
existing  
collaborations.

**In the coming year what are your key concerns and expectations?**

In time to come we expect a big surge in demand and it will come into effect from next financial year. The market has already hit rock bottom and the only path it can chart now is to shoot up. Our concern is to gear up and ensure that we don't miss out on any opportunity when the market is favourable. We are increasing our team strength and reaching out to more and more clients with additional product range.

**You recently inducted H –Beams in your product portfolio, how has the response been so far?**

The market now is matured enough to understand convenience of using H beams and our hard work has paid off and we are seeing results now.

**What are some of your existing technological collaborations you have with global companies, to ensure, your products match up to the**

**emerging market demands?**

We have three existing collaborations with international companies and they have state of art manufacturing facilities with latest labs and R&D team. Technically we are very sound and every now and then we are updating our products to top of the line.

**When it comes to indigenous product innovations, how proactive is Sharp Ply as a solutions provider?**

In coming time, we plan to manufacture a wide range of products in India. Also, we have full support from our collaborators to develop the products in India. We believe diversification is the key to remain successful in business. We have initiated the same by adding doors and frames solution in our product portfolio. A dedicated plant has been installed in Peenya-Bengaluru. Slowly we are adding up many products in range to provide construction solution. ■

