

The **ENCRAFT** Times



Innovations in  
Sustainability

.....  
Community  
Engagement

.....  
Progress Beyond  
India

**AVANISH SINGH VISEN**

CEO & Director

# In Tribute to Our Visionary Founder: *Honouring the Legacy of Shri D C Jain Ji*



In fond remembrance of our late founder, Shri D C Jain ji, whose visionary leadership and unwavering dedication laid the cornerstone of our Encraft's

success. His legacy continues to inspire us as we carry forward his vision and values with pride and determination. We honour his memory by upholding the principles of innovation, integrity, and excellence that he instilled in our organization.

# Charting a Course for Collective Greatness: **A Message from Our CEO**

Dear Valued Partners, Customers & Team,

As we stand at the threshold of another promising chapter in our journey, I am filled with immense pride and gratitude for each one of you. Our recent gatherings, like the vibrant mosaic of our team, have illuminated the path ahead with hope, resilience, and unwavering determination.

In the tapestry of our collective efforts lies the promise of boundless opportunities and transformative growth. Let us seize each moment with courage, creativity, and an unwavering belief in our collective potential to shape a future defined by innovation, excellence, and impact.

Together, let us embrace challenges as stepping stones to greatness, and let us chart a course that inspires generations to come. With our shared vision as our compass and our unity as our strength, there is no limit to what we can achieve.

Thank you for being the heart and soul of our organization. Your passion, dedication, and unwavering commitment inspire us all to reach new heights of success and fulfilment.

Warm regards,



**Avanish Singh Visen**  
*CEO & Director*

# Innovations in Sustainability: Transforming Homes and Communities

At Encraft, we are proud to be at the forefront of innovation in sustainable building materials, particularly in the manufacturing of UPVC and aluminium doors and windows. In this edition of our newsletter, we are excited to share with you the latest developments and initiatives that are shaping the future of our industry and making a positive impact on our environment and communities.

## ► Sustainability Practices:

- **Reducing Carbon Footprint:** Through our advanced manufacturing processes and eco-friendly materials, we are committed to minimizing our carbon footprint and promoting environmental sustainability.
- **Recycling Initiatives:** We continuously explore opportunities to recycle and repurpose materials, ensuring that our production processes are as sustainable and efficient as possible.
- **Energy-Efficient Solutions:** Our UPVC and aluminium doors and windows are designed to enhance energy efficiency in homes and buildings, contributing to reduced energy consumption and lower utility bills for our customers.

## ► Growing Customer Base and Product Catalogue:

- **Expanding Reach:** Thanks to the growing demand for sustainable building solutions, we are thrilled to announce that our customer base is expanding rapidly, both domestically and internationally.
- **Expanded Product Range:** Our product catalogue has also grown significantly, with new designs and features that meet the evolving needs and preferences of our customers.

## ► Progress Beyond India:

- **Global Expansion:** We are excited to report that our products and solutions are making a positive impact beyond Indian borders. With successful projects in Bhutan, Dubai, and Nepal, we are proud to be contributing to sustainable development and construction practices on a global scale.

## ► Community Engagement:

- **Blood Donation Camp:** We are delighted to share that our CEO, Mr. Avanish Singh Visen, recently organized a blood donation camp as part of our ongoing commitment to giving back to the community. This initiative was a huge success and it has not only saved many lives but also reinforced our values of compassion and social responsibility.



Noida



Chennai



Dehradun



Karegaon

## Triumphant Horizons: Recap of the Successful Annual Sales Meeting in Udaipur

The Annual Sales Meeting in Udaipur was an outstanding success, bringing together our dedicated sales team from across the region for a productive and inspiring event. Against the backdrop of Udaipur's majestic scenery, our team engaged in strategic discussions, exchanged valuable insights, and celebrated achievements from the past year. With a renewed sense of purpose and motivation, we are poised to capitalize on new opportunities and drive even greater success in the year ahead.



*Sales Meet Udaipur 2024*

## Navigating the Future: Trends and Insights in the UPVC and Aluminium Industry

In India, the market for UPVC and aluminium doors and windows is experiencing robust growth, with a projected CAGR of over 8% in the coming years. This surge is fuelled by a rising urban population and increasing infrastructure development, driving the demand for energy-efficient and sustainable building materials. UPVC and aluminium products are gaining prominence due to their superior thermal insulation properties and longevity, making them

the preferred choice among architects, builders, and homeowners.

Moreover, there's a growing awareness of environmental sustainability, leading to a preference for eco-friendly construction materials. UPVC and aluminium doors and windows offer significant energy savings and contribute to reducing carbon footprints, aligning with the country's sustainability goals. Additionally, technological advancements such as smart integration are reshaping the industry, with features like remote operation and energy management gaining traction. With government initiatives promoting sustainable construction practices, the market for UPVC and aluminium doors and windows is poised for continued growth and innovation in India's rapidly evolving construction landscape and Encraft is all geared up to cater to the growing business needs of the markets.

## Colourful Festivities: Embracing Joy and Unity at Encraft this Holi

Amidst the vibrant hues and joyful laughter, our office transformed into a canvas of celebration as we embraced the spirit of Holi. Colleagues gathered in camaraderie, exchanging warm wishes and spreading cheer, as the air filled with the aroma of traditional delicacies and the sounds of lively music. The colourful splashes of gulal mirrored the diversity of our team, uniting us in a shared sense of joy and togetherness. Holi at Encraft was not just a festival; it was a celebration of unity, friendship, and the bonds that strengthen our workplace family.



*Holi celebration at plant*

## Encraft Shatters Sales Records in Historic FY23 Triumph

We're thrilled to announce that Encraft has achieved a groundbreaking milestone in FY23 by surpassing all previous sales records. This remarkable achievement reflects our team's dedication and the strong partnerships we've cultivated. Our innovative strategies and commitment to excellence have propelled us to new heights, ensuring that this fiscal year ends on a resounding high note. We extend our deepest thanks to our clients and team members, whose trust and hard work have been pivotal in reaching this unprecedented success. Here's to continuing our journey of growth and achievement in FY24!

## Avanish Singh Visen: Leading with Purpose and Impact



*International Atal Award*

We are proud to share that under the exceptional leadership of our CEO and Director, Avanish Singh Visen, Encraft has not only reached new business

heights but also garnered significant recognition for its societal contributions. Avanish's unwavering dedication and visionary commitment have earned him the prestigious International Atal Award. His initiatives, such as organizing successful blood donation camps and pioneering sustainable innovations, have been highlighted across various media channels, showcasing his commitment to creating a greener planet. These efforts highlight Encraft's role as a leader in both industry and community service.



*International Atal award*

Director & CEO Mr. Avanish Singh Visen's receipt of the International Atal Award stands as a testament to his exceptional leadership and innovative vision. Under his guidance, the organization has witnessed remarkable growth and transformation, driven by a commitment to excellence and forward-thinking strategies. Mr. Visen's relentless pursuit of excellence has not only garnered recognition for the organization but has also inspired and motivated teams to achieve new heights of success. This prestigious accolade highlights Mr. Visen's profound impact on the industry and his unwavering dedication to driving positive change. His leadership continues to be a guiding force in shaping the future trajectory of the organization.



## Unlocking Fun: Fascinating Facts to Brighten Your Day!

1. Did you know that UPVC (Unplasticized Polyvinyl Chloride) is the superhero of windows and doors? With its superpowers of durability, low maintenance, and thermal insulation, it's no wonder it's the go-to choice for modern construction projects worldwide!
2. Aluminium isn't just strong—it's a recycling champ! It's like the superhero that keeps coming back for more adventures because aluminium can be recycled endlessly without losing its strength or quality. Talk about sustainability goals achieved in style!
3. Back in ancient Rome, they were already living in the future with glass windows! It was their way of bringing in that sunny Roman glow while keeping out unwanted guests like rain and wind. Fast forward to today, and we've taken glass technology to a whole new level with UV protection, soundproofing, and even self-cleaning windows. Who says history isn't cool?

## Thanking Customers, Partners and Team

- **Gratitude to Customers:** We extend our heartfelt thanks to our loyal customers for their continued trust and support. Your feedback and patronage drive us to continuously improve and innovate.
- **Appreciation for Partners:** We express our sincere appreciation to our valued partners for their collaboration and dedication. Together, we are building a brighter, more sustainable future.
- **Acknowledgment to Team:** Last but certainly not least, we would like to express our gratitude to our hardworking team members. Your passion, dedication, and expertise are the driving force behind our success, and we are grateful for all that you do.



# Celebrations



*Celebrate safety week*



*Fire safety training*



*Industrial visit*



*Ram mandir event*



*Security training*



*Republic day celebration*



*DCJ employee birthday celebration*



*Newyear celebration 2024*



**Encraft** has a strong presence across Pan India, as well as in Dubai, Nepal, Bhutan, and Sri Lanka.