

## **KARAM** : Reputation defined by Trust & Reliability in compliance with International Safety Norms

**Mr. Hemant Sapra,**  
President,  
Karam Industries

*Growing from strength to strength over the last decade and armed today with a dedicated workforce of more than 2000, Karam has earned a Reputation of Trust and Reliability in the world of Industrial Safety Equipment. Karam believes in living up to its commitment of being the one stop destination to all requirements of Personal Protective equipment.*

*Mr. Hemant Sapra - President of Karam Industries and Vice President of SAMA Executive Committee shares with us his take on the Personal Protective Equipment.*



**Q: “Karam” has been a name of trust and reliability in the safety industry, how would you like to define it?**

A: Karam is a renowned name that spells and describes the Safety Story in a unique way. We have a name that is synonymous with Quality in the field of Safety in India and across the globe. We aim to provide a safer place to work on this planet.

**Q: What national and international certifications have been acquired by “Karam” for its products and what significance they carry?**

A: Karam is the only company in the world which has a vertically integrated manufacturing set up. We specialize in the field of Fall Protection, Head Protection, Ear & Eye Protection, Welding Protection and Rope Access and Rescue. We

manufacture the highest quality equipment confirming to various international standards. At each and every step of manufacturing, Karam follows strict quality parameters.

All raw as well as semi finished goods need to pass through stringent quality processes as laid down in the Quality Manual of the Company. The final product is then tested to fulfill the requirements which are set much above the national and international standards.

Karam equipments manufactured meeting various standards like American Standards (ANSI), European Standards (EN), Singapore Standards (PSB), Malaysian Standards (SIRIM), Australian & New Zealand Standards (ASNZ), Canadian Standards (CSA) and Indian Standards (IS). At Karam these certifications form a basic operating characteristic for our products because within the company, our benchmark is way above the minimum criteria as laid down by these standards and we surpass those requirements.

**Q: How would you define the state of Occupational Safety & Health in our country?**

Occupational Safety & Health is still in its nascent stage in India because the value of human life is still underrated in our country. Providing safety to our man force entails an additional expense, forcing safety measures to take a backseat.

The unorganized sector of various industries is yet to come to terms and accept the safety aspect of human lives. However safety awareness is beginning to be felt by a lot of corporate houses today. We see a huge scope provided that this awareness is spread at all levels within the industry. The government needs to support the cause by bringing necessary changes in the laws and enforcing them strongly.

**Q: What are the opportunities and challenges safety industry has to witness in India?**

With the increasing awareness and availability of Protection Equipment, the real challenge now is to understand the appropriate gears to be worn and the correct method of the usage of these products. It certainly goes without saying that if used in the right manner, this life saving equipment can go a long way in increasing the productivity and confidence of the personnel working in a hazardous condition.

**Q: What potential do you see for the safety industry in India and how much percentage it will grow in 2014?**

The safety Industry has been pretty stable during the past 2 years with a growth of approximately 20% annually and the future looks bright with more and more corporates feeling the need to adapt to safety measures and approaching safety equipment manufacturers for their respective needs.

The industry is likely to record growth from across all verticals in India, attributable to the growing demand for Safety solutions. The category is expected to accelerate at a steady rate of 20% year on year and we look forward to securing various sectors from safety hazardous situations.

**Q: Which all countries does “Karam” have its operations in and what are the plans to open up new international markets?**

Karam has a global footprint in 70 countries spanning across various continents like Asia, Middle East, Europe, North America, Africa and Australia.

Latin America is being seen as a promising destination for the PPE Category. With the USA gradually

moving back towards an upward trend, the future looks good in that part of the world as well. Even China is a big market for good quality Indian products, so we see huge scope for Karam to establish its mark there.

**Q: In the context of tough competition and economic meltdown the world over, how has Karam managed to attain growth?**

Adherence to International Safety Quality Standards and providing customized cutting edge products has helped Karam manage to stay way ahead of even its nearest competitor. We have an extensive and independent R&D cell that comprises of highly trained professionals working day and night to improvise and innovate quality safety equipment.

We at Karam believe that in order to stay ahead R&D needs to be the focal point of our company. Naturally our customers reward us on attributes like technology, flexibility, functions and reliability. This has made us grow even at times when the world economy has been melting down in the past few years.

**Q: What is the philosophy of “Karam Industries” for its quality range of products?**

Quality at Karam is not an end product- it is a habit. There is a certain level of excellence that needs to be achieved in all aspects, be it manufacturing, logistics or customer care issues. For us at Karam, quality is bettering our own standards with each passing moment.

**Q: Do you have any patent product or you have to plan for the same?**

Most of our products and their nomenclature are patented.



**Q: As one of the pioneers in the industry what changes have you seen in the safety industry from the time when you started and now?**

Initially safety was treated as an expense rather than an investment. There was no value for human life. People were reluctant to accept and come to terms with the fact that not only time and money is lost, we lose a precious human life due to poor safety measures. Poor education on the subject and lack of availability of good quality equipment has been a root cause of loss of so many lives in the process.

However things are gradually changing and more and more people are realizing the bane of non-implementation of safety measures at work places. Today corporates and other organizations are waking up to the needs of securing the health and lives of their work force thereby increasing the productivity of their employees as well as the organization in return.

**Q: Do you have any acquisition plan in India or abroad?**

We are not planning any acquisitions but certainly plan to expand our operations across the globe. Today Karam has a 5,00,000 sq. ft. manufacturing set up, a marketing team of 200 plus people and 15 branch offices across the Indian subcontinent along with a very strong Dealer-Distributor Network. We have already opened up an office in Dubai to look after our Middle East business.

**Q: What are your branding strategies which keep you ahead?**

Karam is the leader of innovation in the field of Personal Protective Equipment. Our commitment towards safety is reciprocated by the

loyalty of our esteemed customers. Karam highlights and rides on this strategy to further strengthen our ties and explore new avenues thereby creating a long lasting impact on the minds of our potential as well as existing consumers.

**Q: What are the marketing plans for coming three years?**

We plan to double up our manufacturing base in the coming years. With new products in the pipeline and introduction of new models to the existing line, we are anticipating a phenomenal increase in our revenues. For this we intend to increase sales force by 30% in the next 3 years.

Karam will also be opening after sales service centers in various parts of the country. Through our CSR activity we plan to undertake responsibility of some more students from the Below Poverty Line Category, educate and train them and then recruit them in our organization itself.

**Q: Would you like to give any message to the readers?**

A sincere request to all the people out there, please stay away from duplicity. Please do not manufacture, sell or buy duplicate or poor quality safety products. This is as good as murder.

A life is dependent on you when it uses your product. Be safe and feel happy that you are working towards securing somebody's life.

Karam takes pride in the fact that we genuinely put our heart and soul into manufacturing of these safety products thereby securing lives of many people. Our business is in itself a CSR Initiative where our purpose and responsibility is to save precious lives.

