

# Industry Outlook

LEADERS & ACHIEVERS FROM GLASS INDUSTRY

THEINDUSTRYOUTLOOK.COM

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## AVANISH SINGH VISEN

CEO & DIRECTOR, APPL

TRANSFORMING INDIA'S GLASS INDUSTRY  
WITH MODERN APPROACH & INITIATIVES

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STORY  
COVER

Industry Outlook TOP 10  
LEADERS & ACHIEVERS FROM  
GLASS INDUSTRY - 2023

CEO & DIRECTOR, APPL

AVANISH SINGH VISEN STANDS AT THE FOREFRONT OF INNOVATION & LEADERSHIP IN THE GLASS INDUSTRY. AS THE CEO OF APPL, AVANISH HAS CONSISTENTLY DEMONSTRATED HIS PROWESS IN DRIVING GROWTH & EXCELLENCE

# AVANISH SINGH VISEN

## TRANSFORMING INDIA'S GLASS INDUSTRY WITH MODERN APPROACH & INITIATIVES

BY MANISH KUMAR



The Glass Industry in India stands as a dynamic and evolving sector. As the demand for innovative and sustainable solutions escalates, the industry has seen noteworthy advancements in manufacturing processes, materials, and technologies. Among the prominent leaders propelling this domain forward, Avanish Singh takes center stage as the CEO of APPL. With his exceptional leadership acumen, he advocates for Speed and Quality in critical areas such as innovation, new product launches, and seamless customer services. His entrepreneurial mindset has propelled APPL to outpace competitors, fostering rapid growth. Initially armed with a Mechanical Engineering degree, he further honed his prowess by attaining a Master's in Business Administration from EILM University. Avanish Singh's illustrious career in the Glass industry reflects numerous pivotal achievements, spanning the expansion of

product lines and the enhancement of operational efficiency. These milestones stand as beacons of his profound impact on the industry's growth and triumph. Discover more insights from him in the below interview snippets.

**Give us an overview of your Glass industry experience as a business leader and highlight key milestones.**

My tenure within the Glass industry has been a remarkable journey, characterized by transformative leadership. Through strategic acumen and unwavering commitment, I have orchestrated a series of pivotal achievements that have left an indelible mark on our business trajectory.

A paramount achievement stands tall in my narrative - the triumphant expansion of our company's product portfolio. By discerning market dynamics and heeding the voice of customers, I orchestrated the conception and launch of innovative glass products, tailored to diverse industries and applications. This strategic pivot not only boosted our financial prowess but also positioned us as an unparalleled contender within the industry.





transformation into a more resilient and adaptable entity, thriving in an ever-changing landscape.

**Could you tell us about your educational background and previous industry experiences that provided you with the necessary skills to excel in the business arena?**

I initially pursued a degree in Mechanical Engineering and subsequently completed my Master's in Business Administration from EIILM University. Throughout my time there, I developed a strong foundation in diverse business domains, encompassing marketing, finance, and management. This academic groundwork furnished me with a comprehensive grasp of essential business principles and theories.

Having accumulated close to two decades of experience in Operations, Supply Chain, and Business Management, I've held pivotal roles in distinguished companies like Lenovo, Videocon, Mahindra, and Tafe. Presently serving as the Director & CEO at DCJ Group, I bring a substantial reservoir of knowledge and competence across multiple industrial sectors, including Automotive, IT, Home Appliances, Polymer, and Fenestration.

My objective is to provide the utmost level of service to each client, ensuring effectiveness, dependability, and transparency. Even after more than twenty years in the field, I wake up every day with enthusiasm and a commitment to perform at my best. I take great pride in being a steadfast leader within the sector.

**Tell us about the business challenges that you face today in your current role. And how do you overcome them?**

Navigating today's business landscape involves distinct challenges that vary by company and industry. The common



hurdles encompass outshining competitors by innovating and tracking trends, aligning with evolving customer demands through data analysis, keeping pace with technological shifts, attracting and retaining skilled staff, and maintaining financial dexterity.

**“Enthusiasm & unyielding determination lie at the heart of success; cultivate an unwavering passion for your industry & a resolute drive to overcome obstacles**

To tackle these, I've adopted strategies such as fostering innovation, nurturing customer relationships, collaborating with industry peers, investing in staff development, forging strategic alliances, leveraging data insights, devising contingency plans, and optimizing operations.

With these proactive measures, businesses can conquer above mentioned challenges and attain enduring growth.

**Could you please elaborate on your proficiency within the glass sector and your methods for fostering company expansion?**

My proficiency within the glass industry is comprehensive, encompassing a profound comprehension of manufacturing processes, materials, and technologies. My expertise extends across diverse segments, including architectural, automotive, and specialty glass. In terms of propelling company growth, my approach has been multifaceted.

Firstly, I've directed efforts toward identifying emerging market prospects and discerning customer requirements. By conducting thorough market analysis and scrutinizing industry trends, I've pinpointed avenues for our company to broaden its product spectrum and target untapped customer segments. Moreover, I've actively collaborated with our research and development unit to innovate and refine our product portfolio. Through this partnership, I've contributed to the launch of pioneering glass solutions that effectively cater to our customers' evolving needs, resulting in both customer acquisition and retention.

Additionally, my pivotal role in cultivating strategic partnerships and alliances with industry stakeholders has been a growth catalyst. Nurturing robust connections with suppliers, distributors, and industry associations has enabled us to harness their expertise and resources, thereby stimulating growth and enhancing our competitive prowess. Lastly, I've orchestrated astute sales and marketing strategies to bolster our product visibility and market positioning. By holistically executing these initiatives, my expertise has played

a pivotal role in establishing our company as a vanguard within the industry and driving consistent, sustainable business expansion.

**What type of visionary mindset is essential for effective business leadership? Tell us about your approach to visionary leadership.**

Effective business leadership necessitates a visionary mindset. A visionary leader possesses the capacity to transcend current circumstances and envision the future trajectory of the enterprise. This demands a fusion of foresight, inventiveness, and strategic acumen. In my visionary framework, I prioritize establishing well-defined business objectives and aspirations. Additionally, I underscore the significance of innovation and proactively staying at the vanguard. This entails constant vigilance over emerging trends and technologies, enabling agile business adjustments. Moreover, I advocate for fostering a culture of collaboration and transparent communication within the organizational fabric. Lastly, I acknowledge the indispensable virtue of adaptability and flexibility in visionary leadership. Given the dynamic business milieu, a willingness to embrace change and recalibrate strategies is pivotal. In summation, my visionary leadership approach encompasses goal clarity, innovation embracement, collaborative cultivation, and adaptive finesse. Through perpetual envisioning and resolute pursuit, I steer the organization toward sustained triumph.

**What would be your advice to young entrepreneurs who aspire to become business leaders in the future?**

Drawing from my journey as a seasoned business leader, I extend pivotal advice to young entrepreneurs aspiring to craft their own legacy. Enthusiasm and unyielding determination lie at the heart of success; cultivate an unwavering passion for your industry and a resolute drive to overcome obstacles.

I would describe this business arena as an evolving landscape, demanding perpetual learning and adaptability. My advice to the future leaders is to embrace change and remain attuned to trends, technologies, and insights shaping your field. Forge a robust network of kindred spirits who can mentor and elevate your voyage.

A culture fostering collaboration, innovation, and employee growth fuels success. Prioritize customer satisfaction, valuing their feedback and adapting offerings to exceed expectations. Embrace failure as a stepping stone, gleaning invaluable lessons. Uphold core values as your compass, engendering trust and loyalty. Seek mentorship from experienced leaders to navigate challenges. Anchored in resilience, staying focused on long-term goals, and maintaining an optimistic mindset. Remember, the road to leadership mandates dedication, unwavering effort, and a relentless commitment to your personal and professional evolution. [||](#)



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IS PROUD TO PRESENT

**AVANISH SINGH VISEN**

AS ONE OF THE

**TOP 10**

**LEADERS & ACHIEVERS  
FROM GLASS INDUSTRY**

**2023**

*in acknowledgement of his unwavering focus and dedication  
to achieve excellence in quality and delivery in this field.*

A handwritten signature in black ink, appearing to read "Sudhakar Singh".

Sudhakar Singh  
Managing Editor  
Industry Outlook