

CLICK!

A Quarterly Feature

Insights on Innovation and Design

MORE POWER To You

Dear Readers,

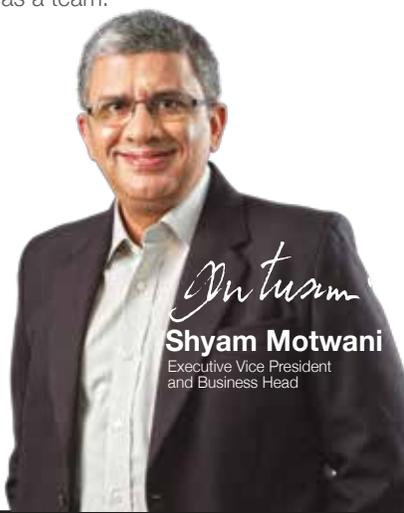
Since its inception 117 years ago, it has been our onus at Godrej Locking Solutions and Systems (GLSS) to consistently deliver ground-breaking innovations. Today, we are making strides in fulfilling and shouldering another responsibility—that of empowerment.

Click is the beginning of many dialogues. With it, we aim to educate ourselves and you about the ever-evolving worlds of architecture, design, décor, and of course, locking solutions. The name Click stems from the reassuring sound you hear when your faithful lock secures a door. The 'click' validates that you, your loved ones, and your cherished spaces are in safe hands.

I truly hope you come away with enriching insights through Click.

I encourage you to complete this dialogue and let us know how we can additionally substantiate this experience.

Let's create value together, as always, as a team.

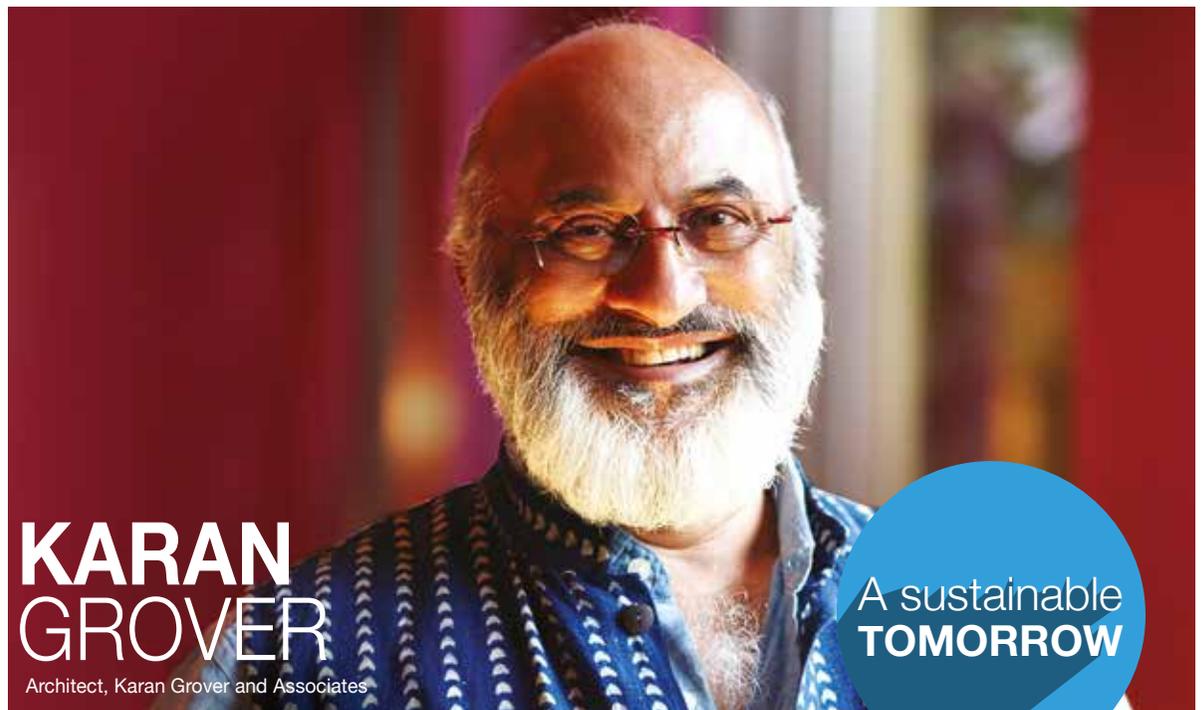


Shyam Motwani
Executive Vice President
and Business Head

02 SPECIAL FEATURE
The Innovation Express rolls out.

03 BESPOKE
Unique solutions from the house of GLSS.

04 LIVE IN ACTION
Celebrating the musical genius of Ustad Alla Rakha.



KARAN GROVER

Architect, Karan Grover and Associates

A sustainable **TOMORROW**

The clues to sustainable architecture are buried in our past. As Indians, we have an innate sense of aesthetics, taste and quality. Design is not taught to us, it is a way of life. However, with respect to eco-friendly design, architects seem arrogant about the need to preserve nature.

I am very modern but my values are steeped in tradition. It is a misconception that only the use of traditional raw materials and low-rise constructions mean 'green'. Today, skyscrapers sustain 40,000 people with efforts such as organic farming. Foliage is grown on walls, which are known as vertical landscapes. Further, green architecture is not the purview of the rich. We are making low-cost houses for sweepers in Jamshedpur for Tata Steel. These are the ideas of tomorrow.

The power of green

The cost of making a building is minuscule compared to the cost of maintaining it. Simple design incorporations result in large savings in the long run.

For example: A building that faces north-south with tiny openings on the east and west works best for cross ventilation and air circulation. In the case of buildings facing the sea, the direct sunlight mars the view. But what if the architect builds the windows at angles so they face north-south? The view would be visible and the windows wouldn't warrant closed blinds. The basic concept of a jaali is also intriguing. When hot air passes through a small opening,

it expands and cools. The jaali's pattern need not be regular perforation. We wrapped a building (an energy company office) with jaali in outlines of energy-source symbols. It looked good and served a broader purpose too.

An extra effort

A green building is not expensive to make; it just requires strategic thinking. Each direction has to be treated differently, but that also means the architect has to adopt four different treatments to one edifice. Sadly, architects seem to implement a carpet approach on all their designs. I find buildings replicated from Mumbai in Indore or Trivandrum, which don't

work. It is imperative to keep local climate in mind. Architects these days build with respect to 'architecture of space', where design elements are replicated and not sincerely thought through. There needs to be relevance in terms of 'architecture of place'.

Green building is the question of an attitude. We are blinded by the thinking that the west is right. We have mistaken being progressive with building with glass and steel, and we assume the materials make us look 'modern'. Glass and steel are great materials if used judiciously but not when used irrationally or in excess.

With basic articulation in the design of glass

windows, sunlight can softly stream into rooms.

A four-by-four-foot green patch can provide oxygen for one person for one year. But we have sold our soul to technology. Our arrogance says that, at the end of the day, a building can be cooled via air conditioning. This disdain of not working with nature makes structures highly unsustainable. Indians are blessed with design wisdom, and if this wisdom formed the base of the design pyramid, the cost of technology would only form the tiny tip of the triangle.

As told to Sabiha Ghiasi.



THE INNOVATION on wheels

The second edition of the Mobile Experience Centre (MEC), a bus converted into a touch-and-feel display of Godrej Locking Solutions and Systems' offerings, was unveiled in Jaipur this April. Christened the Innovation Express, this 'experience' centre comprises state-of-the-art pedigree and stylish innovations by the brand.

The differentiating factor of the MEC's latest version is that key stakeholders, such as architects, interior designers, retailers and customers, can experience first-hand our contemporary creations. The MEC is now doing the rounds of 20 major Indian metros to engage influencers across territories.



A classy combination of style and functionality, this vehicle is more than 45 feet long and 10 feet wide. Visitors can hardly believe they are inside a bus. The star attractions that leave them thoroughly fascinated include the all-new PVD-finish mortise handles, and the eye-catching electronic and main door locks.

The fittings are displayed on swanky PU-coated, glossy wooden panels in various shades of white. This colour palette helps to bring out the flawless satin and gold streaks on the locks, which are equipped with the latest mechanical and electronic technologies. The Innovation Express is furnished with samples of both residential and commercial products; a few of these are electronic and regular locks, stylish door handle and knob locks, as well as card locks specially made for the hospitality industry.



Complete kitchen and shower cubicle mock-ups leave no doubts in visitors' minds about the final look. A 23-inch touchscreen allows guests to further read about the products in front of them, and doubles as a medium for feedback in the form of video testimonials. For an ambience that is easy on the eyes, comfortable beige sofas make for a relaxed seating and discussion area under soft, concealed LED lighting. Not only are the fixtures aboard the Innovation Express highly advanced, they are also robust, easy to install and operate, and made to withstand the challenges of applications in different verticals.

When was the last time you stopped and stared? We are bringing various classy and inspiring reasons to do so right to your city. So the next time you spot the Innovation Express, hop aboard and experience the magic first-hand.

This section will talk about trends and innovations that are enriching architecture and design.



The padlock EVOLUTION

For more than 14 years, GLSS has been supplying customised brass padlocks to Indian Oil Marketing Companies (OMCs). Our 'Ultra' series of locking systems is equipped with the most advanced technologies that have continually protected our users against pilferage and the adulteration of fuel. Thus, in keeping with this promise, it was organic for us to upgrade to the next level.

We worked single-mindedly towards improving the inner workings, design and aesthetics of our

locks to launch the '3KS shrouded padlock' —one of the most robust products our division has ever produced. This new offering is the result of switching from 'Ultra' technology to the 3KS (3 Curve System). A change in design is our second move, which involves sturdy add-on features such as shrouded shackles and weather caps. The last change is in aesthetics that speak for themselves in the stunning chrome-plated designer locks. One of our other fruitful achievements has been economical price points. Consequently, these padlocks are extremely affordable.

Additionally, a few features were incorporated in the locks along with other important customer-friendly requirements. We competed with 16 tenders in 16 states and over 260,000 padlocks. Finally, we were awarded nine tenders for 153,000 padlocks. We are now gearing up to facilitate solutions across the logistics sector and to major OMCs like IOCL.

We bring you our custom-made, vertical-specific solutions that aid various businesses.



Innovation meets style IN DUBAI

Godrej Locking Solutions and Systems recently launched a glamorous and functional 'experience centre' to showcase the brand's various offerings to Middle Eastern and North African audiences in Dubai. A hotspot for interior design and furnishing products, this one-of-a-kind centre houses the most contemporary locking solutions and architectural hardware by our brand. Located in Al Ittihad (Dubai Sharjah Road), this 'showcase' of our offerings is an unprecedented move to resolve queries of our B2B distributors, retailers and customers. Live mock-ups have proved an ideal way to build engagement.

Here's what GLSS has been up to across the world.



The Indian architectural hardware market —growing at a rate of 13% per annum— is currently larger than the country's locks market. This category comprises door controls, furniture fittings, door accessories and glass hardware, which forms its chunk. Our key focus areas in this segment are glass and furniture fittings.

GLSS has exceeded pre-set expectations year on year. Out of the various areas of business, architectural hardware remains an important growth driver for the brand. Attention to this category has helped us develop a robust collection of glass hardware, and an exclusive distribution and service network. We now have a formidable range of products in segments such as door controls and door accessories, and glass hardware. With our enhanced architectural hardware offerings, our brand is now officially a



one-stop solution for each and every building hardware requirement of any project.

To grow further, we are now exploring an enriched portfolio of furniture fittings hardware such as drawer channels (heavy capacity and soft closing) and cabinet hinges with auto closing and soft closing functions. We are also adding substantial offerings in the glass hardware and door controls segment.

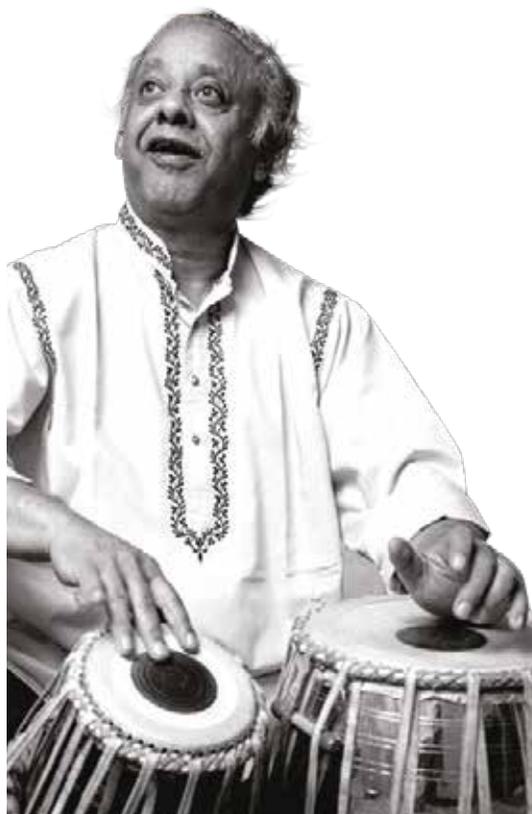
GLSS is aiming to achieve a higher milestone in the architectural hardware category.

The nuts and bolts of ARCHITECTURAL HARDWARE



The company's compound annual growth rate (CAGR) was 36.69% between 2009 and 2013. We plan to grow at the rate of 40% in 2014–15 by addressing the various price-point and application gaps in our portfolio, introducing products to rival international standards, and by developing a stronger glass-dealer and service network.

We share our formula for the most stylish and innovative products from our stable.



Reliving the
**MAGIC OF
A MAESTRO**

The work of the late Ustad Alla Rakha—India’s most celebrated tabla maestro and fusion-music king—is legendary. As a remembrance of his contributions to music, one of his sons, Fazal Qureshi, organises an annual concert titled The Journey Continues. This year, the event was held on April 28 in Mumbai to commemorate the artist’s 95th birth anniversary the next day.

This year, the stage came alive with three separate performances of three diverse genres of music—Indian classical, Western classical and jazz. The final piece was a combination of the three. The event was graced by the country’s most celebrated musicians such as Fazal Qureshi, Louiz Banks, Gino Banks, Rakesh Chaurasia, Sheldon D’souza, among others.

In keeping with our belief of celebrating various forms of art, history, music and culture, GLSS was proud to support this initiative. This event helped our goal of collaborating with noted artistes and educating audiences on the work of a true gem of India. A memorable initiative, it was a proud and joyous evening for us to help uphold Indian music and culture.

This section will talk about associations and initiatives we are proud of.

What
came
FIRST

Back in the late '40s, Pirojsha Godrej foresaw the need to relocate from their Lalbaug premises due to a severe space crunch. Thus, he invested in developing the brand’s headquarters and factories in a spacious suburb of Bombay called Vikhroli. Consequently, the construction of the first Plant began here in 1948.

Contrary to popular assumptions, the first factory line at Godrej, Vikhroli was not set up for the manufacture of locks or safes—but ballot

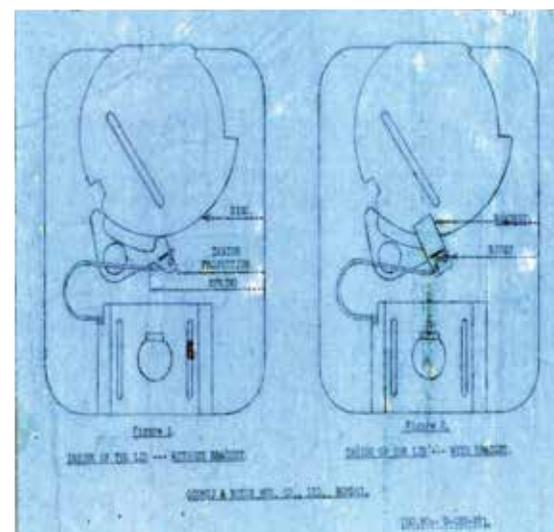
boxes. We were commissioned to deliver about 12 lakh ballot boxes to be used during India’s first general elections in 1952. Godrej had to complete this order in a span of months. Thus, Plant-1 was on its way in 1951 to almost double the production of these famed boxes. It was sprawled across five acres of land.

Twenty-three Indian states used these boxes at their local polling booths. Our biggest feat was to amalgamate four design innovations and test fifty blueprints before finalising the make of these nine-inch steel boxes. The states were more than happy to pay a mere ₹5 per the tamper- and fraud-proof box.

Workers at the Plants recall producing 15,000 to 22,000 ballot boxes per day. Kershed Thanewalla, the then supervisor at Plant-1, estimates the final output of the boxes to have

Insider’s view: If the ballot boxes were placed side by side in one long line, the line would stretch about 322 kilometres!

been about 17 lakhs, given that each one of them had to be checked before dispatch. What were they testing? Well, the right ‘Click’ sound at its open and close.



A line diagram of the first ballot box.

This section will summarise one chapter from Godrej’s rich history.

Editor - Sabiha Ghiasi

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