

# THE GLOBAL HUES®

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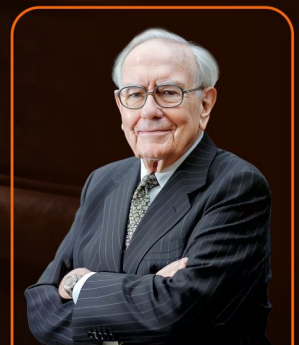
WORLD MEETS MEDIA

## INSPIRING LEADERS

**DR. J.K. TAYLIA**  
Chairman  
ECHON Group

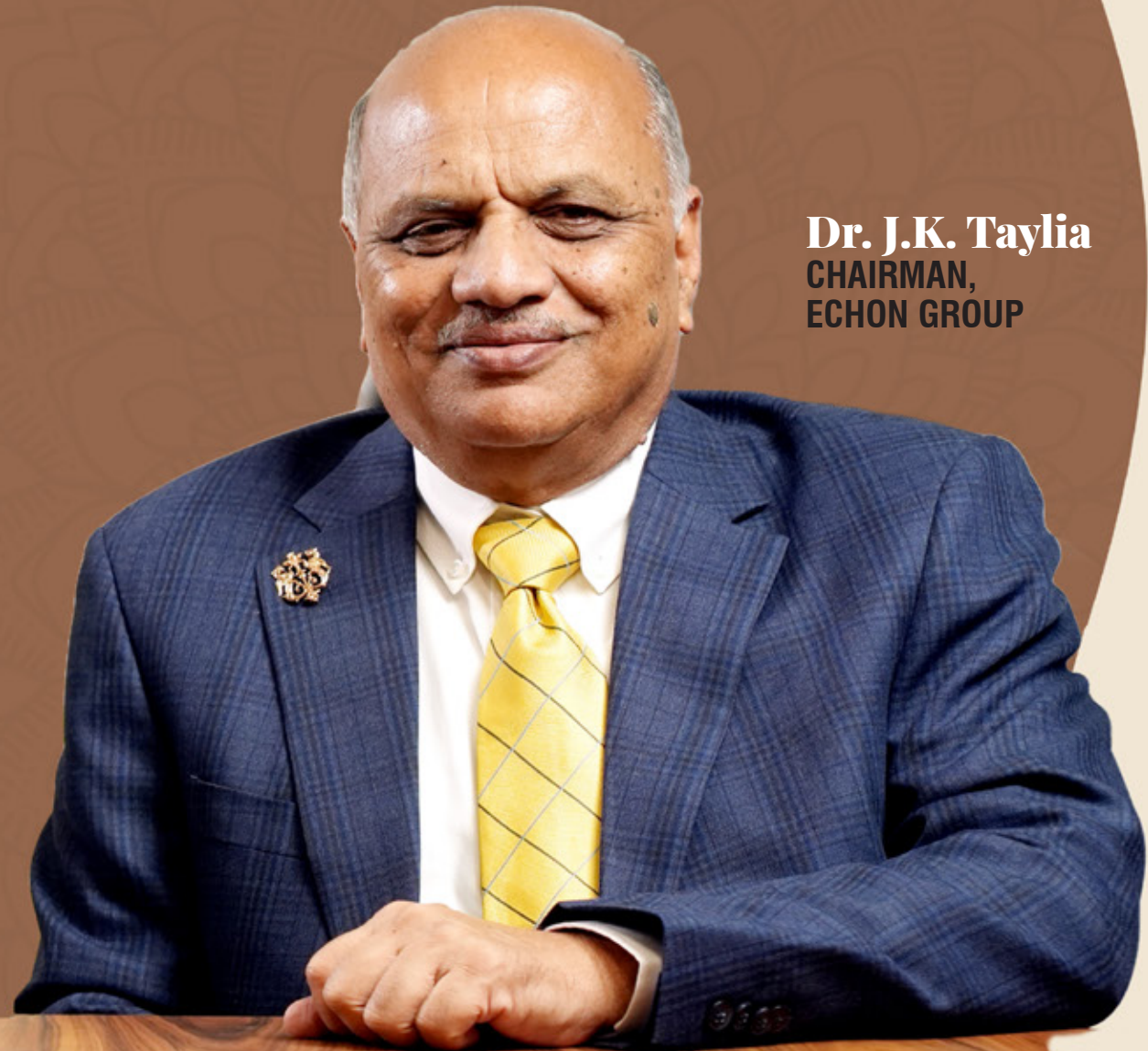


**ROBIN R. SISODIYA**  
CEO & Principal Architect,  
ASRO Arcade India



Majestic Mantras by  
**Warren Buffett**





**Dr. J.K. Taylia**  
CHAIRMAN,  
ECHON GROUP

# Dr. J.K. Taylia

## STEERING ECHON GROUP TOWARDS A SUSTAINABLE FUTURE

### A JOURNEY OF INTEGRITY, PERSEVERANCE AND EMPATHY

A life built on integrity is a masterpiece, painted with strokes of perseverance and coloured with the shades of empathy. This succinctly brings into the spotlight a great visionary- Dr. J.K. Taylia whose relentless dedication has made ECHON Group a frontrunner in PVC building material.

Founded in 1998, ECHON emerged from Dr. Taylia's foresight to fill a void in the market for sustainable building materials. With over 25 years of experience, the Group has built an extensive global distribution network, delivering PVC building material in international markets, and now in India.

#### ECHON's Distinctive Edge

In a highly competitive global PVC building material manufacturing industry, ECHON Group prides itself on its commitment to eco-friendly practices, producing 100% lead-free products and total rejection of chemicals like formaldehyde which is extensively used in many Indian plywood companies but banned in the USA and other countries.

Beyond its commitment to sustainability, ECHON is known for providing customised interior and exterior solutions. It

has the largest industrial capacity in India with an extensive global footprint and is now available in India.

Innovation is the lifeblood of ECHON, with the team constantly exploring new materials and technologies to enhance product quality and meet the dynamic needs of customers. ECHON emphasises stringent control processes at every stage of production.

Its comprehensive product portfolio includes PVC/WPC boards, durable and weather-resistant doors and frames, versatile signage materials for indoor and outdoor advertising, innovative flooring, wall and ceiling solutions, elegant decoratives and prefabricated project solutions.

Under Dr. Taylia, the ECHON Group stands today as a beacon of success, unity, and vision, ready to navigate the future with the same zeal and integrity that have been a hallmark of the company in the last 25 years, with a reaffirmation of his commitment to excellence, innovation and community engagement.

In a candid conversation with Dr. Taylia, a stalwart known for his visionary thinking, innovative ideas and effective communication, he shared the success mantra behind the growth of ECHON Group.



**Q: What inspired you to start a company 25 years ago? How it has evolved over the years?**

25 years ago, I saw a significant gap in the market for high-quality, sustainable building materials. Therefore, I took the plunge to fill this gap by providing innovative solutions, with a dedicated focus on quality and sustainability. Over the years, we have expanded not just in terms of product range and geographies but also in our approach to manufacturing and distribution. In these 25 years of journey, we have expanded into new markets, adapted new technologies and kept ourselves updated with industry trends to deliver top-notch solutions.

**Q: What has been your biggest challenge and how did you overcome it?**

Although we have faced many challenges, the biggest hurdle was navigating the rapidly changing landscape of the Global Building material market. Every challenge is an opportunity. We strategically overcame this challenge by investing heavily in Research & Development. This approach enabled us to develop the most innovative and hi-tech PVC building material that not only met customers' expectations but also exceeded these regulations.

**Q: Can you share some insights into your company's approach to quality as well as sustainability?**

Sustainability is at the core of our operations. At ECHON, our goal is not only to meet the industry's needs but also to push the boundaries of what's possible in terms of quality and sustainability. By sustainability, we do not only mean compliance but also responsibility towards future generations. Furthermore, we have stringent quality control processes at every stage of production. Our highly experienced and professional team continuously keeps monitoring and testing the products to ensure they meet the highest standards of quality and durability.

**Q: Quality and sustainability are already at the forefront of ECHON's ethos. What role does innovation play in your company?**

Innovation is the lifeblood of ECHON. We keep exploring new materials, techniques, and processes to improve our products and meet the evolving needs of our customers. Since day one, our fundamental ethos has been to stay attuned to the demands of our clients and deliver them the utmost satisfaction.

**Q: How do you see the future of the building materials industry? What are some of the key trends shaping this industry?**

The 2022 valuation of the global building materials market stood at an impressive USD 1.5 trillion. According to different sources, it is expected to grow rapidly over the forecast period. These numbers reflect the potential that this market holds. I see a shift towards more technologically advanced materials, driven by a global push for sustainability and smarter building practices.

Several key trends are shaping this industry, out of which, I believe, increasing use of artificial intelligence, robotics and digital technology in manufacturing and a strong focus on smart and energy-efficient operations would dominate the market.

**Q: What is your long-term vision for the company? How do you plan to achieve it?**

We envision building ECHON into a leading global player in our industry, setting benchmarks in innovation, sustainability, and customer satisfaction. To achieve this, we are investing heavily in research and development. As there is no end to learning, we explore and understand new technologies to strategically use them in improvising our existing products and inventing new solutions.

We are currently working on different projects, including the development

of a new product range. We are also looking at expanding our presence in emerging markets, where we see significant potential for multifold growth.

**Q: How do your personal values influence the company's direction and ethos?**

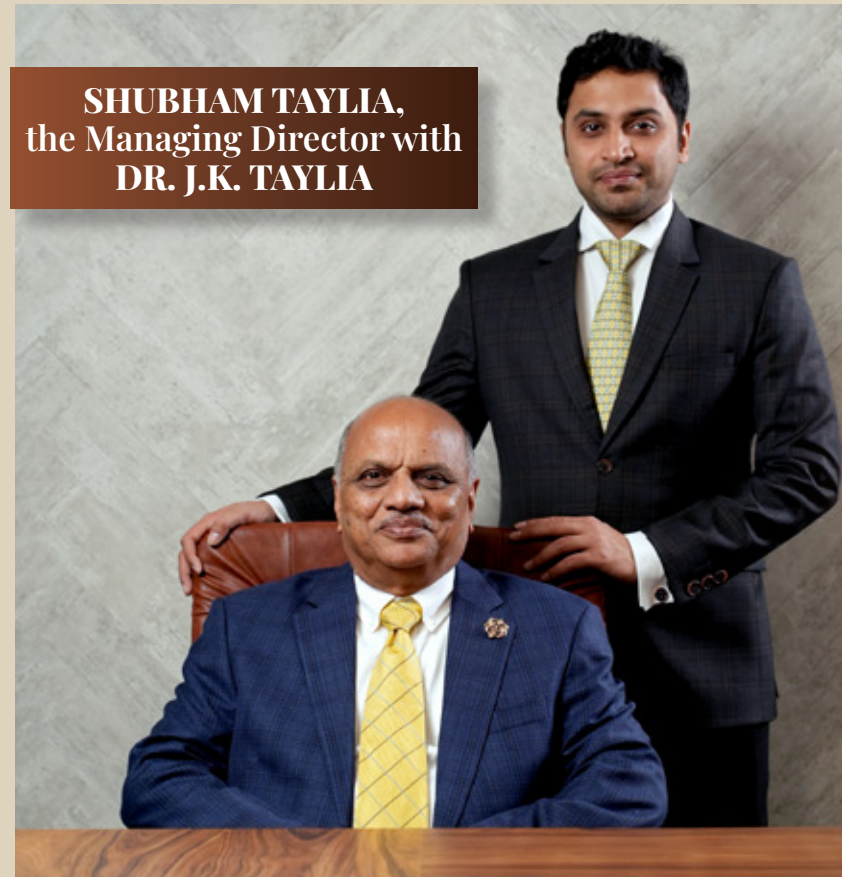
I believe integrity, perseverance, and empathy are the key. I have imbibed these three values in ECHON's core since its inception. Integrity guides our business practices, ensuring transparency and trustworthiness. Perseverance drives us to overcome challenges and pursue excellence. Empathy ensures we remain connected to our employees, customers, and community, fostering a culture of mutual respect and support.

**Q: What leadership qualities do you think are most important for success in today's business world?**

While making business decisions, adaptability, visionary thinking and effective communication are the crucial factors. This is a fast-paced world; therefore, leaders must be able to adapt quickly to change and guide their teams through uncertainty. Visionary thinking plays a significant role to foresee market trends and innovate ahead of the curve. Lastly, effective communication has its significance in helping to articulate vision, inspire teams, and build strong relationships with stakeholders.

**Q: What advice would you give to aspiring leaders who dream of running a successful company?**

My experience says passion, curiosity and resilience are the secret ingredients. Passion fuels the drive to pursue a vision, curiosity keeps one in a perpetual state of learning, exploring and evolving, and resilience helps in withstanding the inevitable setbacks. A perfect fusion of these three elements together defines a true leader. Also, I believe aspiring leaders should focus on innovation, as it is the need of the hour. While understanding the market and customer needs is pivotal, being able to anticipate and lead change is what sets you apart.



**SHUBHAM TAYLIA,**  
the Managing Director with  
**DR. J.K. TAYLIA**

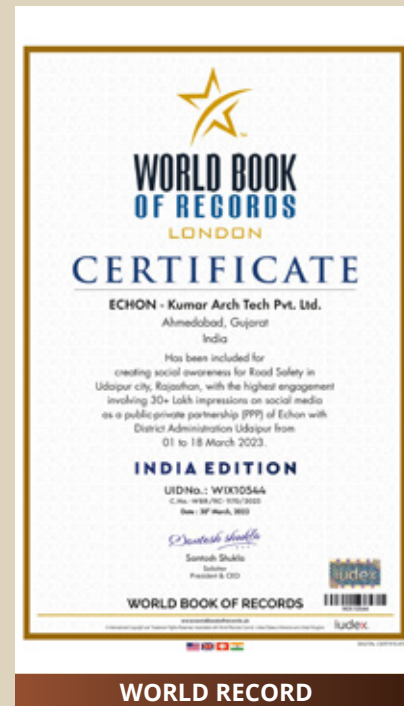
*ECHON has not only established a robust presence in the industry through its world-class products but has equally solidified its standing through impactful community service, CSR activities, and a dedication to innovation. Shubham Taylia, Managing Director at ECHON Group, shared insights into these three key factors that have taken ECHON to its current stature.*

**CSR BY ECHON**

**Save A Life: An Initiative to Spread Awareness About Road Safety**

ECHON Group launched a special campaign called "Save a Life" to make people more aware of road safety. Unlike just lectures, the team uses emotional stories about families who have lost loved ones in accidents to show the real impact of road tragedies. The campaigns bring doctors, blood donors, students, traffic police, and city officials on one platform and work together to spread awareness about road safety and create a buzz on social media. Its impact made the company set a world record for social media engagement in road safety campaigns.

The "Save a Life" campaign launched by ECHON was unique as it focused on emotions like love and loss rather than just giving information. It broke records for how much people are engaging with it online. Through this campaign, ECHON Group showed that by connecting with people's feelings, they can make a big difference in saving lives and setting a new standard for similar campaigns around the world.



**WORLD RECORD**



**CSR CREATIVE**



## INNOVATION: THE LIFELINE

Innovation, as Shubham Taylia says is the lifeline of ECHON. From creating groundbreaking products to coming up with unique strategies, the company is pushing boundaries. It is currently working on the development of the Master Board, a top-notch product with the following features:

- Cut construction time in half with effortless application. No putty, no grinding, no mess, just take it and install it
- Exceptional screw holding capacity, secure & stable, easy to cut and nail with normal carpentry tools
- Smooth paintable surface with perfect uniformity
- Lasts 10 times longer than Ply/MDF and other boards
- Termite-proof and excellent strength



A TIME CAPSULE FILLED WITH A QUARTER-CENTURY OF MEMORIES



ECHON TEAM HONOURING THE PARENTS OF LONG-SERVING EMPLOYEES

**Marketing innovation:** ECHON once used cinema as an appeal to connect with audiences on an emotional level. This unique approach helps them stand out in a competitive market.

**HR innovation:** In a unique move, ECHON's Chairman also invited and honoured the parents of long-serving employees to establish a deep emotional connection between the organisation and its people. Furthermore, on its 25th anniversary, the company created a time capsule filled with memories from the past 25 years. Through these thoughtful initiatives, ECHON fosters an environment of loyalty and respect for each other.

## COMMUNITY CARE INITIATIVES

ECHON believes in creating meaningful connections and bringing positive change to society. With a strong commitment to 'giving back to society', ECHON values go beyond just charity work. The Group engages itself in different community care initiatives to make a real difference in people's lives.

The Team pays regular visits to hospitals to give healthy meals and fruits to patients who might not have family support. They also spend time with them, offering comfort to help them recover faster. It also helps street hawkers by giving them sunshade umbrellas to protect them from extreme weather conditions. They also visit specially-abled children and share with them moments of joy and laughter. These simple yet thoughtful gestures contribute to a larger narrative of love, care and shared humanity.

Community initiatives by ECHON Group go beyond just giving money. These initiatives build bridges of empathy, understanding, and support. The company's belief that this human connection not only makes the community stronger but also enriches the lives of both those giving and those receiving help, makes ECHON stand apart from the rest market players. In a world that often focuses on success, ECHON's community care initiatives set an example that humanity is the essence of our existence. 🌍

