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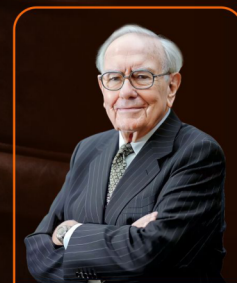
WORLD MEETS MEDIA

DR. J.K. TAYLIA
Chairman
ECHON Group

INSPIRING LEADERS

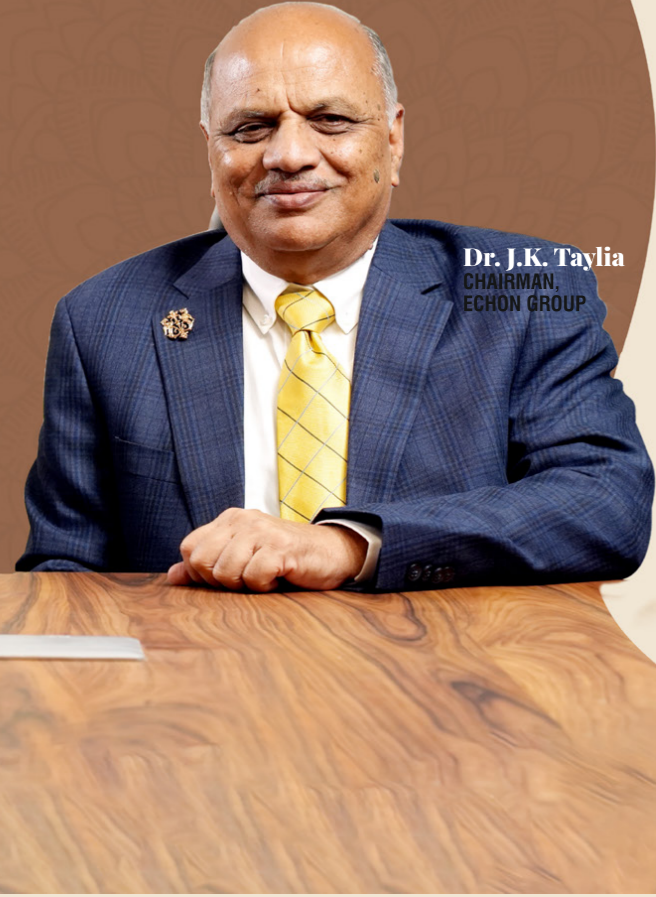


ROBIN R. SISODIYA
CEO & Principal Architect,
ASRO Arcade India



**Majestic Mantras by
Warren Buffett**

It is with immense pride and humility that we announce the distinguished feature of our Chairman, **Dr. J.K. Taylia**, on the prestigious cover of the globally acclaimed magazine, "Global Hues." This special edition, dedicated to celebrating inspiring global leaders, not only showcases an in-depth interview with Dr. Taylia but also highlights his significant contributions to the world of business and philanthropy. "Global Hues" enjoys a wide readership spanning the **USA, Europe, the Middle East, and Asia**, and has previously honoured luminaries from India such as **Kiran Mazumdar Shaw and S. Jaishankar**, along with esteemed organizations like **TCS and Wipro**. The magazine's esteemed clientele ranges from industry giants like **Tata and Twitter** to **Dabur and Mahindra**, and it boasts partnerships with leading media outlets including The Times of India, The Economic Times, Business Today, and Hindustan Times, as well as prestigious academic institutions like the IIMs and IITs. We are elated to share this momentous occasion with you and eagerly await your valuable insights and reflections. We invite you to join us in celebrating this remarkable achievement, which not only honors Dr. Taylia's exemplary leadership but also serves as a beacon of inspiration for aspiring leaders worldwide.



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 has 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.

“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.”

- Dr. J.K. Taylia

Rising Star Award Glimpse from Media



शुभम तायलिया को इंडिया हैबिटेड सेंटर में आयोजित राष्ट्रीय मंच पर 'राइजिंग स्टार अवार्ड' से सम्मानित किया गया है। पूर्व में टाटा, आदित्य बिडला, और इनलप जैसे दिग्गज उद्योग इस प्रतिष्ठित कार्यक्रम से जुड़े हुए हैं।

इकोन का नाम ऐसी सम्मानित संस्थाओं के साथ देखना हम सभी के लिए बड़े ही गर्व की बात है। यह गौरव का क्षण इकोन परिवार के हर सदस्य और हमारे सभी सम्मानित सहयोगियों का है।

The Architect of change: India's PVC Building Board Industry through the Eyes of Shubham Taylia



Managing Director
ECHON GROUP

“Sustainability is at the core of our operations. Through 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.”

- Shubham Taylia

Save a Life



Last year, our SAVE A LIFE campaign not only earned us a world record but also set a new benchmark for compassion and action. This year, we're taking our commitment to new heights, starting with a blood donation camp that kicked off with our leadership team. More than 40 generous donors joined us, embodying the spirit of ECHON's promise to walk the talk.

Every day, we'll be sharing a message with you, a beacon of hope and a call to action. We urge you to share and forward these messages within this group. Your effort could be the lifeline someone out there is desperately waiting for.

Let's unite in this noble cause. Your support can transform lives, and together, we can continue to make a monumental difference.

FROM *the* desk of CHRO



Embracing Change

As we stand on the precipice of significant growth and change, it's essential for each of us to embrace agility, efficiency, and effectiveness in all that we do. The role of HR in navigating these changes is evolving, and as your CHRO, I want to share insights on how we can collectively prepare for this journey. The challenges we face are not unique; they echo across industries and regions, requiring a fundamental shift in how we approach our work and leadership.

First, to foster a culture ready for the steep growth plans ahead, we must prioritize building trust and cultural connectedness within our teams. These elements are foundational for effective change management and for achieving our strategic goals. Our focus on human-centric leadership will not only strengthen our resilience but also ensure that we are all moving in the same direction, united by a shared purpose and understanding.

Moreover, embracing technology and data analytics is non-negotiable. The landscape of work is becoming increasingly digital, demanding that we adapt to leverage these tools for better decision-making, talent management, and operational efficiency. By incorporating advanced technologies, including generative AI, into our practices, we can enhance the employee experience, streamline administrative tasks, and focus on high-value activities that contribute to our growth.

It's also essential that we cultivate an environment that encourages learning and development at all levels. As the nature of work evolves, so too must our skills and capabilities. By promoting continuous upskilling and reskilling, we not only prepare our team for the challenges ahead but also foster a culture of innovation and continuous improvement. In preparing for these changes, we must remember the importance of agility. Our ability to quickly adapt and respond to new information, shifts in the market, and emerging opportunities will be a critical determinant of our success. This means empowering managers, encouraging decentralized decision-making, and promoting an agile mindset throughout the organization.

Lastly, our journey towards growth must be inclusive. Diversity, equity, and inclusion are not just ethical imperatives but strategic ones. By embracing diverse perspectives and creating an inclusive environment, we unlock the full potential of our workforce, drive innovation, and better serve our diverse customer base.

In conclusion, the path ahead is both exciting and challenging. We at Board are committed to leading with empathy, foresight, and determination, ensuring that we are all equipped to meet the demands of the future. Together, we can achieve our ambitious growth objectives while maintaining a supportive, dynamic, and innovative workplace.

Let's embark on this journey with open minds, ready to learn, adapt, and grow together.

