

At KARAM we believe that everyone has their own space and expertise in the growing market

Mr. Sandeep Arora, National Sales Head, KARAM Industries .

Q1. KARAM in the Indian Market?

Answer: In the last two decades, we are thankful that KARAM has gained trust among customers and shareholders in the Indian market. KARAM is the only company in the world to manufacture all components of Fall Protection, and most other PPE, all in-house, through a vertically integrated set-up. This gives us the highest level of control over quality at each step of manufacturing. Adhering to our philosophy -- "Knowing your needs better" KARAM products are designed to suit the needs, keeping customers in mind. This way we respond to the trust we gained. We shall equip the Workers in every part of India exposed to various hazards at their working environment, with complete knowledge on Personal Safety. Thankfully KARAM has created top of mind awareness in the Indian market.

Q2. Present status and future of PPE in India?

Answer: As we all know, India is one of the world's fastest-growing economies undergoing rapid industrialization, giving momentum to the PPE Industry.

Currently, the PPE Industry in India is worth Rs 7800 million. And it is estimated to grow near about at CAGR of 14% by 2020 and reach USD 2 billion by 2024.

Growth Drivers like rapid industrialization, demographic advantage, and Regulatory compliance creates a never-ending demand for technological advancement to safeguard workers against workplace threats. We also commit ourselves to abide by all applicable and obligatory requirements and move towards operational goals and targets indicated by the strategic directions of the organization.

Q3. Competition in the Indian Market?

Answer: At KARAM we believe that everyone has their own space and expertise in the growing market. As a brand we respect competition but we have our own benchmarking and standards. And we are very much focused to achieve our future goals.

Q4. How do you see KARAM by 2025?

Answer: Well, we have certain goals to achieve till 2025. We will be focusing on providing easier availability of KARAM Products. We are aiming to provide systematic advanced automated software for companies to inspect and to keep a check of PPE and fall protection products. Through KARAM Mobile Studio and other programs, we are committed to create more industrial safety awareness on the global front.

Besides this, we will reach out to Customer in more than 100 countries across the globe providing prompt and effective services to them.

