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What are some of the key products / services offered by the company?

KARAM specializes in manufacturing Personal Protective Equipment (PPE) and Fall Protection products, catering to diverse industrial needs in India, the Middle East, and Africa. Additionally, they provide training programs through their dedicated training facility to ensure proper use of their equipment. A unique aspect of their approach is the multi-brand strategy: KRATOS caters to the safety needs of Europe, while KStrong caters to the USA, Brazil, and Asia Pacific, ensuring compliance with specific regional safety requirements and regulations. This multi-brand approach allows them to effectively serve a global clientele.

How does your organization leverage on innovative supply chain & logistics solutions to drive operational efficiency?

KARAM transcends traditional manufacturing to guarantee efficient operations. Their fully vertically



integrated facilities establish a robust foundation for timely production. An advanced supply chain planning tool empowers them to optimize inventory and production based on predicted demand. Looking ahead, they're implementing iSupplier, a cutting-edge platform that will seamlessly connect them with suppliers, potentially leading to faster turnaround times and cost savings. Finally, a real-time iWMS (Warehouse Management System) equips their sales team with accurate stock visibility, resulting in faster quotes, smoother order reservation, and ultimately, a more streamlined customer experience.

How is the company gearing towards "Atmanirbharta"?

KARAM is a strong advocate for Atmanirbharta (self-reliance) through various strategies. Their vertically integrated manufacturing ensures all products are "Made in India." With a factory area spanning over 50 acres and employing over 4000 personnel, they significantly contribute to job creation and social welfare. Additionally, to meet growing demands, KARAM is expanding its manufacturing footprint by securing land and constructing new facilities. Furthermore, by continuously developing and innovating new lines

of (or new range of) safety products, KARAM is lessening its dependence on foreign suppliers.

What is your company's growth strategy for next 3-5 years?

Prioritizing continued innovation and R&D in safety solutions to address evolving market needs is the foundation of all growth strategies. Strategic acquisitions, like the recent Midas Safety India deal, will expand their product portfolio and market reach thereby contributing to inorganic growth. KARAM has also planned to establish manufacturing facilities in strategic locations like Middle East and Africa to cater to the growing global demand. And lastly KARAM's focus on ESG is going to play an essential part in driving the company forward in a sustainable manner. ■