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MASTER OF PLASTERS

Sakarni is a renowned brand known for its quality products in the construction segment and has earned its reputation of being a 'value for money' company



“ Sakarni believes in delivering high-quality products for beautification and enhancing strength of the house. We have maintained our quality over the years and strengthened our networking.

-ASHOK GUPTA
Founder



JOURNEY SO FAR

"I entered the construction sector in 1979 with a cement trading firm and learnt about the basic techniques involved and the importance of networking. In 1987, I started a distributorship, but I wanted to create a trend in the market. With the evolving market needs and understanding the desire of a beautiful home, Sakarni was established in 2003. With the entrance of Plaster of Paris (POP) in the market, Sakarni gained the benefit with impactful branding and marketing," says its founder, Ashok Gupta.

In the past few years, Sakarni has successfully introduced white cement, wall putty, stainer, plaster bond, primer and now emulsion. Recently its wall putty, SAKARNI SOMO got

India's first ISI mark in wall putty segment. Soon, Sakarni Gipskarton is expected to introduce gypsum board in the market.

GAME CHANGER

Having strong footprints in north India, the market witnessed an exponential growth in the sales volume of Sakarni Plaster of Paris (POP) as compared to other brands. Since then, Sakarni is known as the 'Master of Plasters'.

SUCCESS MANTRA

Talking about success mantra, Ashok Gupta says that to succeed in any endeavour, family support and an optimistic mindset is necessary. With firm determination and patience, one can carve any stone into the desired shape. One has to progress every day to achieve success in life.

AHEAD OF THE COMPETITION

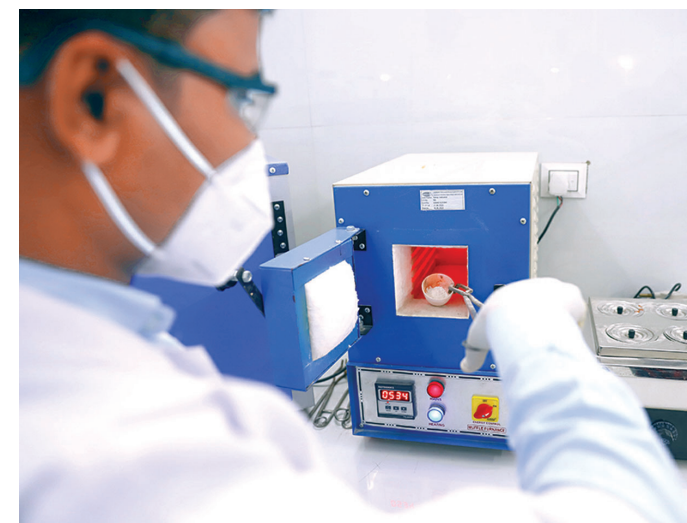
"Sakarni believes in delivering high-quality products for beautification and enhancing strength of the house. We have maintained our quality over the years and strengthened our networking. More than 10,000

VISION

The company's vision is to become a household name for beautification and building materials. We cater to provide complete housing solutions to our customers.



■ Ashok Gupta, Chairman, Sakarni Plaster India Pvt. Ltd.



channel partners and lakhs of household trust Sakarni as a value for money brand," says Ashok Gupta.

CHALLENGES

The construction sector is competitive and upgrowing. With the expansion of product range in the market, Sakarni's constant endeavor has been to educate channel partners in north India. In some states, Sakarni has low market share as compared to other flourishing states. Hence it is focusing on increasing brand visibility and marketing in those areas.

ATTRACTIONS

Sakarni's major attraction of being in the construction business is that it is the largest POP (Plaster of Paris) manufacturer in north India. Apart from this, recently Sakarni collaborated with Gipskarton for introducing gypsum board in India which has its state-of-the-art manufacturing plant in Neemrana spread over an area of over 10 acres.

GLOBAL COMPETITION

Ashok Gupta informs that Sakarni has already begun a significant amount of trading with Nepal. The firm intends to compete in the world market by offering a product of international standard at globally competitive prices.

SUSTAINABLE BUSINESS MODEL

Sakarni is a renowned manufacturer of home improvement



products such as Plaster of Paris, wall putty, white cement, primer, stainer, plaster bond, and gypsum board. The products are well researched and tested with ISI standards via cutting edge technology and highly skilled manpower. Its new product gypsum board is the right example of the sustainable approach of the brand.



MISSION

To become the market leader and constantly achieve customers' expectations with our value add services.