



Mr. Hemang Shah
Managing Director

1. Can you please give an overview of your professional background leading up to and including your current role?

I always knew I would be part of a business setup. Growing up, I frequently assisted my father, Shri Jadavji Lalji Shah and my elder brother, Mr. Mehul Shah, in the family business. During my college years at Clark University, USA, I immersed myself in studying the intricacies of the business landscape while navigating my life path. After completing my professional education, I returned with a wealth of knowledge and a renewed sense of purpose to build Great White Electricals.

As the Managing Director of Great White since 2012, I took on a significant role in Manufacturing and Sales, among other functions. My team and I have been actively involved in shaping the vision and strategy of Great White from the very beginning. Our focus has always been on ensuring our success and fostering positive word-of-mouth in the market.

My active involvement in various business functions such as sales and marketing, product development, R&D and customer behavior has allowed me to gain a comprehensive understanding of market dynamics and customer needs. This hands-on experience has been invaluable in driving our strategic initiatives and fostering innovation within the company.

I believe in the importance of building strong relationships with clients and partners, ensuring

that our products and services consistently meet their expectations. My team's commitment to excellence and continuous improvement has helped us stay ahead of the curve by embracing new technologies and trends. We always strive to 'Go for Great,' which has enabled us to maintain our competitive edge in the industry

2. What have been some of the significant highlights of Great White Global Pvt Ltd history?

After founding GreatWhite in 2012, we quickly expanded our product range from switches to LED lighting solutions, switch gears, wires and cables, retrofit home automation and fans – all committed to sustainability and superior quality. We established a strong Pan-India presence and are currently expanding into the MiddleEast, Africa and Nepal.

Over the years, we have received several accolades, including the "World's Best Brand Of The Year 2017-2018" for South East Asia, "The Pride Of India Brands" Award in 2022, the 'Most Trusted Brands Of India' by Marksmen Daily Group and the "Best OTT Platform Marketing Campaign" along with the "Best Data-Driven Creative Storytelling 'Gold' Award" in 2024 for LumaPro Shockingly Bright. With a network of over 5000+ dealers and strategic partnerships, we continue to strengthen our industry leadership.

Our manufacturing capabilities are growing in Valsad and Haridwar and we are making bold entries into new international

markets. Engaging audiences on social media, we have brand ambassadors like Tiger Shroff, Malavika Mohanan and Varun Sharma for the Luma Pro limited series.

3. What are some of Great White Global Pvt Ltd's key values and beliefs? How important is customer satisfaction?

At Great White, our journey began with a vision to transform comfort and luxury into reality. Through relentless efforts and commitment, we have developed innovative solutions in the home electrical space. Our mission is to provide a comfortable and convenient lifestyle with revolutionary products, reflecting our dedication to redefining how people use electrical products.

Customer satisfaction is at the heart of everything we do. We believe that "Customer Is King," and a satisfied customer is the cornerstone of our success. This drives us to continuously improve and innovate, ensuring every interaction with our products and services leaves a positive impact. Our team is committed to maintaining high standards of quality and safety, ensuring our products exceed customer expectations.

Moreover, we are dedicated to being environmentally responsible. Our manufacturing processes are designed to be environment-friendly, minimizing any negative impact on the environment.

4. What do you think sets your business apart from its competitors?

What distinguishes Great White from its competitors is our unwavering commitment to precision, quality, and innovation. I can confidently state that our entire manufacturing process is driven by a quality-conscious approach, ensuring maximum accuracy and excellence in our product quality. Our team follows stringent quality protocols and utilizes state-of-the-art QC labs in both Valsad and Haridwar to maintain the highest standards. Our manufacturing facilities are equipped with the latest ISO-certified machinery, ensuring environmentally responsible production. Additionally, our R&D center in the Electrical Wiring Division drives innovation and excellence, with advanced microprocessor-based machines and specialized testing labs ensuring top-notch products.

5. How important is culture to the business? How do you instill this in your employees?

Culture is the backbone of our organization. We prioritize responsibility, integrity and loyalty in everything we do. These values are instilled in our employees through comprehensive training programs and a supportive work environment.

We are also deeply committed to women empowerment, with 90% of our factory staff being female workers. This not only promotes gender equality but also fosters a diverse and inclusive workplace. Our team is dedicated to upholding these principles, ensuring they are reflected in our daily operations and interactions.

6. What are the plans for the future in terms of expansion and

growth?

Our future plans for expansion and growth are centered around pioneering custom-based solutions in the automated lighting sector. We are introducing a range of innovative products, including renewable energy solutions, hygiene lighting, commercial lighting solutions and daylight harvesting. These advancements open up promising and untapped markets and we are excited about elevating these solutions to new heights, both in India and internationally. We are also aggressively expanding our business footprint across the Middle East, Africa and Nepal.

7. What strategies does Great White Global Pvt Ltd have in place to improve your supply chain and build long-term relationships with key partners?

At Great White, we have implemented several strategies to enhance our supply chain and foster long-term relationships with our key partners. With the evolving times, we have integrated cloud monitoring systems that provide direct access to real-time information, making it easy to track supplies and manage logistics efficiently.

Our management has taken numerous initiatives, both professional and personal, to uplift the spirits of our channel partners. We address their queries and concerns promptly, provide valuable feedback and ensure continuous support. We treat our channel partners as part of the GreatWhite family, celebrating every success together. This tradition is embodied in our annual "Jashn" celebration, where we come together to honour our

collective achievements.

8. What are some of the key goals Mr. Hemang Shah and GreatWhite Global Pvt Ltd Company have achieved since they've begun their role as the MD?

Since assuming the role of Managing Director at Great White, we as a team have embarked on numerous initiatives. Our dedication to delivering quality and stylish products to every Indian household is reflected in our philosophy of affordable luxury. By integrating automation, we have made advanced technologies accessible to all, transforming them from a luxury into a necessity.

From the very beginning, our vision has been clear: to offer superior-quality, Made-In-India products at affordable prices. Our emphasis on ground breaking innovations and solution-driven approaches ensures that both commercial and residential consumers receive practical and innovative solutions tailored to their needs. A strategy that not only enhances customer satisfaction but also positions Great White as a leader in the industry.

9. Looking to the future, what are your plans for the company's growth in the medium to long term?

Looking to the future, we are committed to expanding our horizons. With revenue targets of 30 billion in 3 years, our company is poised for significant growth while prioritizing sustainability. The solar energy initiative at our Valsad facility is

a significant step towards a greener future, generating 1.7 MW of power and reducing carbon emissions by 1874 tonnes annually—equivalent to planting 85,200 trees each year. With an expected production of 2.2 million units of energy annually, we are positioning renewable energy at the core of our power needs.

10. Anything else you would like to add or expand upon?

We are deeply committed to giving back to society through

our diverse philanthropic endeavors. Our Zara Animal project is a nationwide initiative dedicated to the well-being of stray dogs and cats across India. Ahinsadham, founded in 1990 near Mundra Port in Kutch, shelters over 3,000 animals and birds, providing sanctuary for weak and disabled beings. Additionally, we have created a real-life haven in Mumbai under the care of the Sai Savli foundation, which houses elderly transgender individuals

and children of sex workers. Through these efforts, we aim to uplift communities and make a meaningful impact on people's lives. Our key areas of focus include investing in the education of young girls to empower them, supporting women to achieve their full potential and establishing hospitals and healthcare facilities to provide medical care to under served communities.

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