

Link Locks is pioneering self-reliance & innovation through the 'Make in India' initiative: Anil Bhardwaj



The emerging security solutions and hardware market in India plays a vital role as the country embraces digital transformation and rapid urbanisation. With a focus on cutting-edge technologies and proactive strategies, Link Locks is consistently forging ahead in its mission to revolutionise the security landscape. As India progresses, the company's steadfast pursuit of innovation contributes extensively to enhancing the safety and protection of the nation's digital and urban domains. This Independence Day, in an exclusive interview with *BuildingandInteriors*, the **President of Link Locks Pvt. Ltd.** and a market leader, **Anil Bhardwaj** shares expert insights into how the "Make in India" initiative has not only shaped the company's trajectory but has also become a beacon of self-reliance, driving Link Locks' success and its commitment to securing India's future.



Anil Bhardwaj, President of Link Locks Pvt. Ltd.

Make in India initiative: Paving the way for Link Locks' success

In a world driven by globalisation and innovation, the 'Make in India' initiative stands as a cornerstone of India's economic growth and self-reliance. From the perspective of Link Locks, a prominent Indian company in the security solutions sector, this initiative is not just a government campaign; it's a guiding principle that defines our purpose and direction.

As the president of [Link Locks](#), I take great pride in our company's unwavering commitment to the 'Make in India' initiative. Our company's core principles have always been intertwined with the essence of this 'Make in India' movement. It is not merely about manufacturing products within India's borders, but about creating a ripple effect that resonates with the spirit of self-reliance and innovation. From our inception, we have championed Indian manufacturing and craftsmanship, ensuring that every product that bears our name is sourced and produced right here in India.

Shaping the future: 'Make in India' in the locking solutions market

The global spotlight is now turning towards India, and the 'Make in India' initiative has become a driving force in various industries. From building construction to manufacturing conglomerates, its influence is undeniable. Link Locks recognises the transformative potential of 'Make in India' in the [locking solutions market](#), and we are strategically positioning ourselves to capitalise on it.

As the landscape evolves, we are witnessing a paradigm shift – major players that once relied on external sourcing are now establishing their manufacturing facilities within India's borders. This shift is a testament to the initiative's effectiveness and the business environment it fosters. **For our company, 'Make in India' is not just a business strategy; it's a commitment to contributing to India's economic growth, technological advancement, and global influence.**

Strategies for competitiveness and self-reliance

At the heart of our strategy lies a dedication to competitiveness and self-reliance. We've taken significant steps to empower our research and development capabilities. This ensures that we stay at the forefront of innovation in our industry. This approach not only differentiates us from competitors but also solidifies our position as a leader in Indian manufacturing.

In our relentless pursuit of self-reliance, we are introducing an expansive range of over 25 meticulously designed and crafted product categories. Notably, all production processes will be exclusively carried out within our state-of-the-art manufacturing facilities situated in India. This strategic move is driven by the evolving needs of the Indian market and our anticipation of future trends. We meet present needs and prepare for future growth through diverse product offerings, aligning with market demands effectively.

A glimpse into future product range

I'm eager to reveal upcoming products, yet I must honor launch strategy and timing for optimal results. Currently, our hardware products, including

door and furniture fittings, are undergoing significant design enhancements. We focus on revamping our products to align with the evolving market landscape.

Moreover, our brand extends beyond the confines of building construction. From padlocks to architectural hardware, Link Locks has a recognised presence in various industries. We are leveraging this brand image to address the needs of diverse market segments.

Revolutionising distribution channels

Our distribution strategy is a dynamic work-in-progress, aimed at expanding our reach and ensuring a comprehensive distribution network. Through strategic partnerships, we guarantee nationwide product coverage by leveraging specialized expertise from various channel partners across domains. This strategic approach, resembling a multi-dimensional spider web, allows us to tap into markets that were previously underserved.

We are also diversifying our approach by optimising distribution structures to highlight specific product categories. This tailored approach ensures that our products align with the preferences of different regions and market segments. Our goal is to create an immersive experience for customers, regardless of their geographical location.

Link Lock's customer-centric approach for the Indian market

In the ever-evolving landscape of the Indian market, after-sales services play a pivotal role in customer satisfaction and loyalty. Our supply chain division works tirelessly to maintain a consistent flow of materials to our channel partners, ensuring seamless operations. Additionally, we're boosting e-commerce via partnerships like *Blinkit*, granting quick customer access to our products for an enhanced experience.

Understanding customer needs and aligning our services accordingly remains a cornerstone of our approach. This customer-centric perspective positions us optimally to excel in the current market scenario. It ensures that our products are not just bought, but also trusted and valued.

Inviting architects, designers, and end customers

To our valued customers, I'd like to convey that we are currently witnessing a remarkable upsurge in our monthly lock sales, surpassing an impressive figure of 1 million units. We anticipate this growth to persist while actively boosting our operational capacity by a significant 50% strategically. Additionally, we are excited to announce a pioneering move in the construction industry this year – the launch of consumer-oriented offers tailored directly for you. This innovative step has the potential to create a significant market shift and introduce a fresh avenue for driving our business forward.

Setting ambitious targets for growth

As we set our sights on future growth, our targets are ambitious and far-reaching. Our recent endeavours in regions like Uttarakhand serve as experimental phases that provide valuable insights into challenging terrains. We are strategically expanding our super stockist network, targeting areas such as Madhya Pradesh and Saurashtra. Our goal is to establish a formidable presence in these regions, leveraging our collaborations and super distribution approach.

Targeting regional preferences for enhanced customer experience

At Link Locks, we've transitioned from a regional stronghold to a nationwide approach. Our strategy recognises the diverse preferences across different states and urban centres. Notably, we've observed distinctive market trends. The Western and Southern regions exhibit a preference for round locks and antique finishes, overshadowing stainless steel variants. Coastal areas lean towards black finishes due to a preference for non-zinc options.

We acknowledge that distinct regions display unique behaviours and demands, tailoring our approach to accommodate these variations. By establishing a robust super distribution network in challenging regions, we are effectively tapping into previously untapped markets. Our collaborations with established channel partners in these regions have yielded promising results, strengthening our foothold in rural markets.

To ensure comprehensive coverage, we prioritise understanding customer psychology and purchasing patterns. We prioritize Western and Southern regions, yet encouraging feedback from Northern and Eastern areas propels our expansion efforts further. Our success lies in delivering products that resonate with individual preferences across the country.

Anil Bhardwaj's message of independence and self-reliance

As the 15th of August approaches, a day that symbolises India's independence, Link Locks stands tall as a symbol of self-reliance and 'Make in India'. Our journey embodies the spirit of true independence. It's not just freedom from external dependencies, but also empowerment to create, innovate, and contribute to our nation's growth. We invite customers, partners, and stakeholders to be a part of this journey, supporting products that are not only made in India but carry the essence of India's resilience and ingenuity.

