

Link Locks is streamlining the market with cutting-edge locking technology and security solutions: Anil Bhardwaj



Locks and hardware are essential components in every home, office, and industrial building. With the growth of the Indian economy, the demand for premium security solutions and locking technology has increased exponentially. Link Locks, India's leading manufacturer and supplier of smart locks, has been catering to this demand. The brand has been providing top-of-the-line security solutions and digital locking systems for decades. It has established a strong foothold in the Indian market. In this exclusive interview with *BuildingandInteriors*, the **President of Link Locks Pvt. Ltd., Anil Bhardwaj**, discusses the brand's journey, the market in India, the company's growth trajectory, future plans, and how they plan to stay ahead of the competition in the ever-evolving automation industry.

With his extensive experience in the industry, Anil Bhardwaj gave us valuable insights into the challenges and opportunities the industry is facing today. From discussing latest trends in security solutions to exploring innovative hardware designs, his views shed light on the industry's future. Moreover, he talks about their innovative products and locking systems with top-notch technology and venturing into the digital space. In this exclusive interview, we dive deep into his journey and vision for the brand.



Anil Bhardwaj, President of Link Locks Pvt. Ltd., a leading manufacturer of premium security solutions with exceptional locking technology

B&I: Please share with us your journey of starting Link Locks and taking it to the current leadership level. What was your inspiration behind building this brand?

AB: Link Locks was founded in Aligarh, which is widely regarded as a hub for locks and hardware. **The company's founder, Zafar Alam,** had a

background in mechanical engineering and a deep passion for innovation and entrepreneurship. Fueled by the desire to bring about a paradigm shift in the unorganized locks and hardware sector, Alam set out to create a company that would offer high-quality, reliable locks and accessories to customers.

In Aligarh, the locks and hardware industry has a long and rich history, but it has largely been an unorganized sector with many small players. **The founder of Link Locks saw an opportunity to bring a new level of professionalism and organization to this industry**, and to set a new standard for quality and reliability.

By leveraging his background in mechanical engineering and his understanding of the market, Zafar **Alam was able to create a company that quickly gained a reputation for its high-quality products and exceptional customer service**. Over time, Link Locks has become a leader in the locks and hardware industry, offering a wide range of products that are trusted by customers all over the world.

Through our commitment to innovation and focus on delivering premium security solutions and services, Link Locks has continued to grow and expand its reach. Today, the company is widely recognized as a **pioneer in the Indian locks and hardware industry with exceptional locking technology**.

B&I: What's your vision for the company?

AB: We envision the company as a leader in the locks and hardware industry, known for its innovative products, exceptional quality, and outstanding customer service. Link Locks is synonymous with security, reliability, and trustworthiness. **Moreover, the company aims to create a positive impact on society by promoting ethical business practices and by giving back to the community.**

Currently, we are looking to expand the company's product offerings and market reach, catering to a wider range of customers and markets. Focusing on research and development to come up with new and innovative products, we are revolutionizing the locking technology and hardware industry. Overall, we are centred on creating a brand that is recognized for its innovation, quality, and customer service, while also making a positive impact on society and expanding the company's reach and product offerings.

B&I: Link name is synonymous with Locks. What are your future plans for the brand (to translate your vision into reality)? How do you plan to make it a full solutions company in the hardware space?

AB: Link is a brand that values family. Every individual knows us by name. Our brand recognition game is strong in the market. However, we lack a deep-rooted placement in the Indian market. Therefore, we are planning to make a professional entry into the market. With **over 15,000 direct selling points**, earlier we were managing everything from Aligarh. However, with increasing growth, skilled manpower, and professional strategies, **we are now ready to penetrate even the smallest of towns and the rural market.**

Creating and providing technology is an art. **We are the originators of technology, and we have provided many core and exclusive technologies like key combinations.** We strive to stand out from the crowd by introducing product technologies, like **two crore key combinations, double locking technology, both side lock mechanisms**, etc. to the hardware sector.

Now, our vision for the next five years is to make Link products available to even smaller markets through our direct or indirect channel partners. We already have a plan and strategy in place for the product launch, penetration, etc. Furthermore, along with developing its brand and products, Link is also developing its manufacturing setup.

We will continue to introduce the most **technologically advanced products in the lock industry.** Our company was the first to use **computerized key technology 20 years ago.** It was, however, introduced to the market 5 years ago. Link is constantly working to differentiate itself in the market.

B&I: With so much competition in the market today, what challenges do you

foresee for the brand, esp. when you are planning to launch products in new hardware segments, like glass fittings, digital locks, etc? How do you plan to take the competition head-on?

AB: Entering new hardware segments can be challenging for brands, especially if they are already facing stiff competition in their existing markets. **At Link, we work on both consumer and influencer-oriented products.** In order to successfully launch products in new segments, brands need to invest heavily in research and development to ensure that their products are innovative, reliable, and meet the needs of customers in those segments. Link Locks ensure all these factors to gain a foothold in the market, while still maintaining a profitable margin.

To take on the competition head-on, Link Locks leverages their existing customer base and brand recognition to drive sales of their new products. In addition, we tailor products and technologies to the needs and preferences of customers. So, with the right strategies in place, Link Locks is taking on the competition and establishing a strong presence in the market.

B&I: What is your strategy w.r.t your retail/distribution network?

AB: Our goal was to transform an unorganized and cluttered market into a more efficient and productive environment. Earlier, we only had a direct-dealer network. We re-engineered our business strategies and segmented them into 3 verticals to cover the geography of India and its subcontinents. The 3 verticals we introduced are **E-commerce, key accounting institutions, and trade business.** Also, our trade business is categorized into 3 parts: stockist network, distribution network, and direct dealer network.

By incorporating this **360-degree strategic work plan**, we intend to reach every corner of India to the greatest extent possible.

B&I: Which are the brands that you feel have done a remarkable job over the years in terms of shifting the paradigm in the security solutions industry?

AB: I believe that we have only one competitor in terms of both product basket size and strategy, which is Godrej. They serve as our inspiration. In comparison to Godrej's 150 years of experience and global brand penetration, Link is a newborn. Their success in the market is a testament to their strong business acumen and customer-centric approach. However, I'm confident that with our innovative ideas and dedication to quality, we can surpass them in the near future.

B&I: How important are architects and builders for your future plans? How will you address the needs of this segment?

AB: In the realm of building hardware, the role of architects and interior designers is similar to that of a doctor. It is critical for building hardware influencers to specify and recommend products that meet their client's specific needs and requirements. As trusted professionals in the construction industry, architects as well as interior designers play an essential role. They ensure that the building hardware products selected are of high quality, meet industry standards, and are appropriately installed. Thus, their influence in the decision-making process is critical in achieving optimal results for the end-users.

Architects and builders are a critical segment of any construction company's future plans, including Link Locks. Therefore, to address the needs of architects and builders, Link Locks considers several strategies. We focus on building strong relationships with key architects and builders. We also focus on innovation and design to create products that meet unique needs and preferences of architects and builders. This involves leveraging the latest technologies and materials to develop products that are both aesthetically pleasing and functionally superior. In addition, we offer exceptional customer service, technical support, product warranties, and after-sales service to address their needs fully.

B&I: There are a lot of brands across price points in every vertical of the hardware market. What kind of price points are you looking at?

AB: Offering products at different price points can help companies reach a wider customer base and cater to different customer segments, based on their budget and quality preferences. For instance, offering budget-friendly products, such as padlocks, can help Link Locks attract customers who are price-sensitive. However, customers looking for durability, premium features, and high quality may find premium security solutions like digital locking systems appealing.

However, since we are **direct manufacturers**, we offer a delicate balance between cost, value, and customer demand. This is because there is no added operational cost involved. I believe Link can provide high-quality products at an affordable price. So, in essence, we provide an **excellent price-performance ratio** in every product category.

B&I: In this digital age, how do you plan to tap the digital potential to further your ambitions?



A result-oriented & talented team of Link Locks Pvt. Ltd.

AB: Nowadays, digital marketing has become an essential tool for businesses. Our **marketing team works with full dedication to growing the business digitally**. We are exploring various digital strategies to strengthen our brand presence in the market. For this, we have robust digital marketing as well as an advertising campaign.

Link has its **digital presence** on a lot of platforms. We intend to start our **YouTube channel**, through which we can enlighten people on various security products and technologies. We are expanding our bandwidth to reach every platform possible to showcase our products. Our **e-commerce business** is also a digital tool that is flourishing. So, we are available in the marketplace to a great extent with the complete product basket. Furthermore, we intend to launch Hotstar events in the near future. In addition, we intend to capture a significant portion of the market digitally this year.