



EMERGING

Ashish Modi

A Business Leader Par Excellence

Ashish Modi is the driving force behind the popular brand Gloster Cables. A frontrunner in the Indian cable industry, Gloster is well-known for its high-quality electric cables and wires. As Managing Director, Mr. Modi has been consistently driving the firm towards new horizons of success

FOCUSED FROM THE START

Armed with a Bachelors Degree in Engineering and a Masters Degree in Business Administration from the University of New Haven, USA, Mr. Modi entered the world of business with great passion. He established Gloster Cables Limited in 1995 with its equity participant Fort Gloster Industries Limited. He decided to retain the name of Fort Gloster because of its marketing expertise and in doing so ensured the implementation of high standards of manufacturing and quality.

Serving on the board of the company since April 1996, he has led with great foresight. A responsible and confident leader, Mr. Modi has uplifted the company to global standards with his experience, leadership and sheer dedication.

BUILDING A STRONG BRAND

In his capacity as Managing Director, Mr. Modi has turned the company into one that manufactures products that are compatible with national and international standards. He has turned it into one of the leading suppliers of cable for the power stations of the country.

Mr. Modi has been working tirelessly to turn the brand into one of the biggest brands in India. He has established a very large distribution network in all the leading cities of the country. As there is no compromise on quality, the company's products are sold at premium prices.

An intuitive entrepreneur, Mr. Modi is aware of the expectations of the market and customers. He ensures every Gloster cable undergoes testing and meets the highest standards at their laboratory. As customers are a priority at this organization, Mr. Modi makes sure the designs and production quality meet their expectations. A dedicated and highly skilled team with 30-35 years of experience in the cable industry ensure the highest standards of quality is maintained.

A GREAT LEADER

A big believer in the power of teamwork, Mr. Modi places a lot of importance in moulding his team. He has a qualified set of skilled individuals who deliver outstanding products that are efficient and safe for use. They only give a green signal to launch the product after conducting thorough testing and through strict process control. Gloster Cables Limited's unparalleled achievements in advancements and market reach over the last 18 years are a testament to the team's performance.

A person who has plans and strategies for the future is always a winner. Mr. Modi has been a visionary who is constantly seeking betterment and improvement. Foreseeing the capabilities of the company's Kolkata unit, this business leader is trying to revive the significance of the same. He is also planning to merge it with the Hyderabad unit to make it a single entity.

As a leader, he remains updated with the market challenges that affect his industry. According to him, to overcome these challenges, it is necessary to enhance the capacity of the brand and fulfil the demand to carve out the path to advancements in extending the overall distribution network.

MARCHING TOWARDS A GLISTENING FUTURE

Mr. Modi is one of the senior and respected professionals of the company. Through his dedicated efforts, he has played a significant role in making Gloster Cables a fast-paced brand in the marketplace, with its high quality standards and a huge base of satisfied customers. No wonder the brand is all set to conquer newer markets in future.



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