

'Mansion of Glass' - K. G. Gupta narrates the GKB story

To commemorate the achievement, the company launched the book written by the Chairman of GKB Ophthalmics and founding member of GKB - K. G. Gupta - aptly titled 'Mansion of Glass'. The book traces the history of GKB since its inception in Agra and K. G. Gupta's journey with the company as it grew over the years. The book, company sources say, provides an insight into the optical lens industry - the struggles of the Gupta family, the innovations and the technologies developed. Further, the book is set against the backdrop of the economic and political conditions which affected the industry in many ways.

The book also traces how K. G. Gupta established GKB Ophthalmics in 1981 and how it went on to create a group of companies like GKB Vision, Prime Lenses, GKB Ophthalmics Products (UAE), GKB Ophthalmics (Germany), Indo Prime Visual Technologies and Lensco (US) under the parent company. K. G. Gupta also narrates with pride about the accolades won by the company for its performance as an exports company, one of them being the Chemicals and Allied Products Export Promotion Council's (CAPEXIL) Export Certificate of Merit.



2010 marks the 50th year of GKB, and to celebrate this momentous event, GKB Ophthalmics held an event on the 3rd of December at Bay View Lawns in Goa.

GKB celebrates 50 Glorious Years...

Co-founder releases book on the magnificent journey

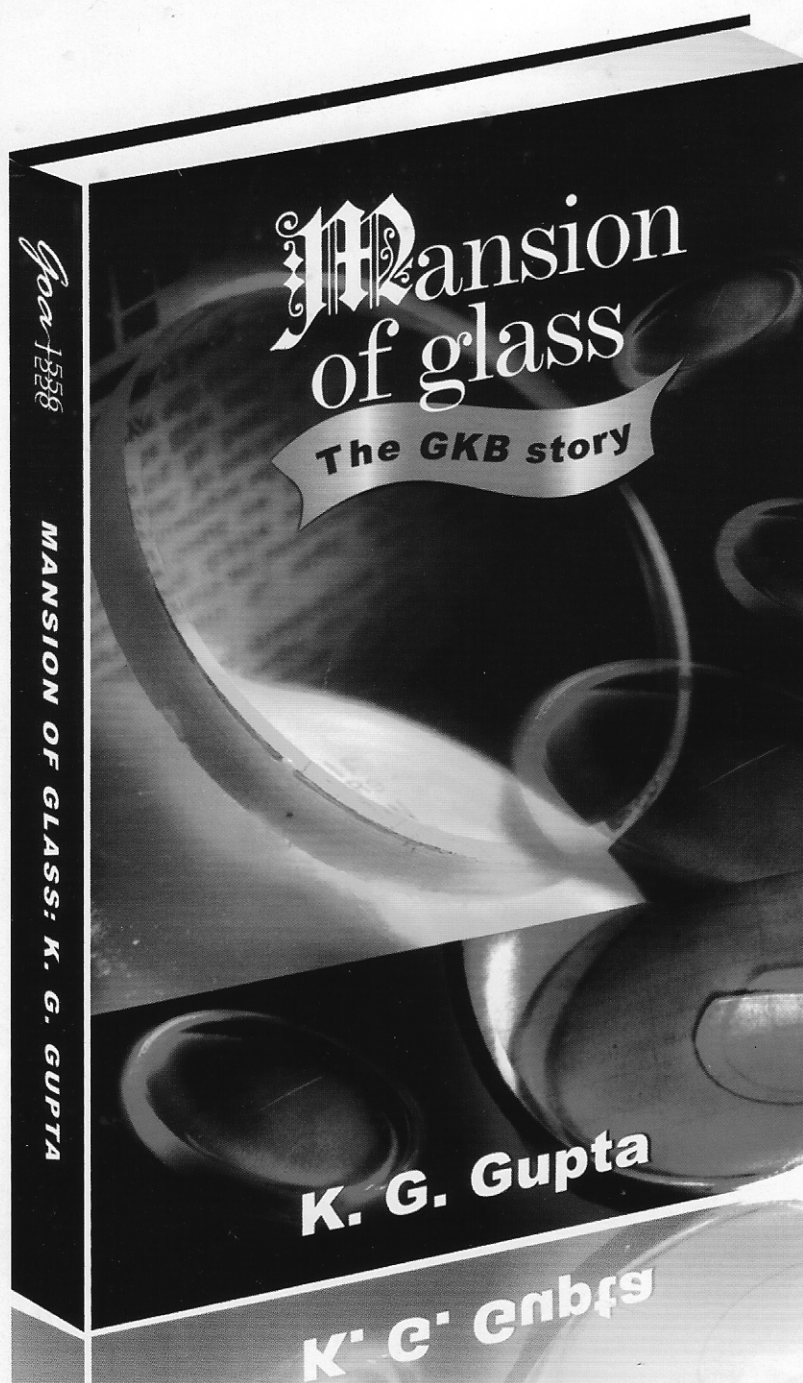
Fifty years of undeterred vision, resilient pursuits and commendable success – and, what comes forth is a story worth recounting. One that speaks of undaunted will and faith, but more importantly, of a foresight that exuded the utmost ambition.

In the photograph standing from left to right are Mrs. Usha Gupta, Mrs. Veena Gupta, Mr. Vishnu Goyal, General Sunit Rodrigues, Mr. K.G. Gupta, Mr. R. K. Gupta and Mr. K.M. Gupta



For GKB Ophthalmics Ltd., one of India's front-running ophthalmic companies; the journey from one accomplishment to another has been noteworthy – it not only testifies to a fusion of intellectual acumen and innovative conceptualisation – but in addition, to a continuous series of obstacles dealt with, challenges overcome and uncertainties won over. And for GKB Co-Founder, Chairman and Managing Director, Mr. K.G. Gupta,

the journey symbolises a purpose fulfilled. Having forayed into a field about which India had little known skill at the time GKB found initiation, Mr. Gupta stood persistently grounded in his aspiration of bringing to the masses, quality vision care and vision correction products. From a small family-run firm to now, a leading ophthalmic lenses and eye-care product company – GKB Ophthalmics, under the futuristic leadership of Mr. K.G. Gupta, proudly claims to



market its products to over a hundred countries worldwide. And further, with subsidiary companies in Sharjah (UAE) and New Jersey (US), along with a joint-venture with Indo-Intercional of Spain, GKB's standing as one of the leading names in the vision health industry is easy to predict.

Narrating GKB Ophthalmic's memorable, adventurous yet meaningful journey into being a recognised and influential name in the Indian optical industry, Mr. K.G. Gupta authored a book entitled "Mansion of Glass, the GKB Story." An account of GKB's valuable experiences and treasured learning's along the way to several achievements, the book talks of how courage, self-belief

and well acquired knowledge of the industry saw Mr. Gupta's dreams shape into reality. Released on the 3rd of December 2010 at the GKB Golden Jubilee Celebrations at the Bay View Lawns of Vivanta by Taj, Fort Aguada, Sinquerim, Goa, by General Sunit Rodrigues PVSM, VSM (Retired) – the book reveals Mr. Gupta's recollection of GKB's spirited innings from its start up to the present day, of the company's intended objectives and purposes and, of the company's future prospects as a significant contributor of innovation and quality.

In his accounts, while Mr. Gupta fondly speaks of his father, Late Mr. Shiv Narain Gupta's big ambitions and perpetual guidance as the biggest inspiring factors leading GKB's ways – he also tells us of how achieving success in the export market was the company's ultimate objective from the very early days. Starting out in Agra in the year 1960 as a partnership firm called Gopal Krishna & Brothers (GKB); the company's vision grew day by day, with the focus beginning to be centered on the establishment of a retail chain, instead of just a retail showroom.

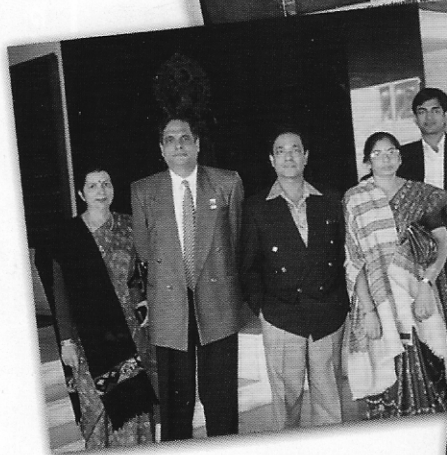
However, as Mr. Gupta claims; amidst bureaucratic hurdles, a competitive global economy, import blockages and scarcity of foreign exchange, amongst other challenges thrown at the company by the 60s and 70s; GKB's climb to success was not an easy one. From getting raw material and acquiring licenses to accessing technology and buying equipment – the challenges were more than just a few. And it was in fact, the sustenance

and survival of GKB in the face of all these obstacles posed by the 60s and 70s that proved to be the 'point of no return' for the company's motivated ventures. Having travelled almost the entire country in search for orders; including Bhopal, Nagpur, Vijaywada, Chennai, Trichy, Madurai, Nagercoil, Tirunelveli, Trivandrum, Kottayam, Alleppey, Cochin, Coimbatore and Mysore – Mr. Gupta spread the GKB name far and wide. Early successful operations found establishment in Kolkata and thereafter, it was only a matter of time before the GKB production began attracting appreciation and demand from various parts of the country. At the same time, the company's foremost objective of making a name in the exports arena

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Some photographs that appear in the book



also began to settle in. Over the years, GKB opened its branches in the Gulf, Europe (Germany) and even took over an American firm. In Mr. Gupta's words – 'GKB made a "habit" of winning export orders.'

Having said this, Mr. Gupta does not take away from the fact that establishing a stronghold in the exports market too came with its own set of challenges. He recollects his early trips to the Gulf where, contempt for the quality of Indian made products made up for many hostile experiences. Meanwhile, with Iran proving to be fruitful in terms of the numbers of orders received for lenses; the barrier came in the way of the 1979 Islamic Revolution and the subsequent war with Iraq, which

affected the company's operations. Nevertheless, GKB's persistence paid off and today, the company lists as one of the foremost exporters of ophthalmic goods in the country.

Putting together personal experiences, business encounters as well as company strategies in his book, Mr. Gupta's narrative of his company's brave march towards victory makes for an interesting read. Through this book, which Mr. Gupta dedicates to his father, Mr. Gupta brings forth in many ways, GKB's primary purpose of upholding and delivering the utmost in innovation, technology, quality and service. Today, GKB Ophthalmics Ltd. consists of six group companies in its fold – namely, GKB Vision Limited, Prime Lenses Pvt. Ltd., GKB Ophthalmics Products FZE-Sharjah UAE, GKB Ophthalmics-GmbH, Germany, Indo Prime Visual Technologies Pvt. Ltd. and, Lensco, NJ, US. To say the least, the book

launch event not only celebrated 50 glorious years of GKB's service to the vision care segment, but also marked an important episode in

GKB's successful stint through the decades – one where 'determination' emerged as the true winner.

The hard-bound book, titled 'Mansion of Glass: The GKB story', published by Goa, 1556 is priced at ₹ 395/- in India. To get your copy write to tidel@gmail.com