

"Real success in business is built step by step, not overnight." — A Conversation with Haresh Asodiya

Haresh Asodiya

Maruti Railing World

Industry: Building Materials / Infrastructure

*In the rapidly evolving landscape of Indian manufacturing and real estate development, the demand for precision-engineered architectural hardware has never been higher. At the forefront of this sector is **Haresh Asodiya**, Managing Director of **Maruti Railing World**, **SNARIX India Pvt. Ltd.**, and **Triarc Systems LLP**. Under his leadership, these entities have grown into premier manufacturers of railing systems, façades, and glass architectural fittings, combining engineering excellence with modern design aesthetics. In this exclusive interview, we discuss the challenges of scaling a manufacturing business, the impact of digital transformation on MSMEs, and the core leadership principles required to build a globally respected brand.*

Q 1. Could you briefly introduce yourself and your companies?

I am Haresh Asodiya, Managing Director of Maruti Railing World, SNARIX India Pvt. Ltd., and Triarc Systems LLP. We operate as a leading manufacturing group in the railing and architectural hardware industry. Our core product portfolio is extensive and includes:

- Railing spigots and balusters.
- Customized balusters engineered to specific client drawings and designs.
- Handrail brackets and a wide variety of handrails with accompanying accessories.
- Aluminium railing profiles, brackets, spigots, and complete handrail systems.
- Aluminium windows and slim partitions.
- Decorative PVD finish partitions.
- Glass architectural hardware fittings, encompassing shower cubicles, façade fittings, patch fittings, and sliding systems.

With an unwavering focus on quality, precision, and continuous innovation, we cater to diverse and complex project requirements across India.

Q 2. What is your long-term vision for the company?

Our long-term vision is to build Maruti Railing World, SNARIX India Pvt. Ltd., and Triarc Systems LLP into globally respected brands within the architectural hardware and façade systems industry.

We aim to evolve from a purely manufacturing-focused organization into a comprehensive solutions provider, delivering end-to-end systems that merge engineering excellence with design innovation and consistent quality. Our strategic focus relies on advancing our manufacturing capabilities through automation, developing value-engineered products, and setting entirely new benchmarks in product reliability. Ultimately, we are committed to expanding our domestic footprint while establishing a robust presence in international markets, positioning our brands as symbols of trust and premium quality.

Q 3. Which key industries do you currently serve, and how do your solutions create a tangible impact for them?

We serve a broad spectrum of industries, including residential real estate, commercial and office spaces, hospitality, retail, and institutional infrastructure.

- Residential: Our railing systems, aluminium windows, and glass solutions enhance both safety and aesthetics, enabling developers to deliver modern, premium living spaces.
- Commercial & Office: We provide sleek, highly durable systems like slim partitions and façades that align with contemporary architectural trends while ensuring long-term performance.
- Hospitality & Retail: Our decorative PVD finishes and customized designs help create visually striking environments, contributing to a refined customer experience and strong brand identity.
- Institutional Infrastructure: We focus heavily on reliability and stringent safety standards, ensuring our products perform consistently in high-traffic environments.

Our true impact lies in delivering precision engineering alongside design flexibility, which helps our clients achieve faster project execution, reduced maintenance costs, and superior overall outcomes.

Q 4. What would you like prospective clients or strategic partners to know about your company?

We want prospective clients and partners to view us not merely as a manufacturer, but as a dependable, long-term project partner. We combine robust manufacturing capabilities with a profound understanding of design and on-site execution. Our primary strength is delivering customized, precision-engineered solutions that align perfectly with each project's unique technical and aesthetic demands. We place the highest emphasis on quality consistency, timely delivery, and transparent communication. Whether a client requires a standard fitting or a highly complex custom design, we are dedicated to finding practical, efficient, and high-quality solutions to build lasting, trust-based relationships.

Q 5. From your perspective, how is digital transformation changing the way MSMEs operate today?

Digital transformation is fundamentally reshaping how MSMEs operate by making them faster, vastly more efficient, and highly competitive. It streamlines core operations through tools like ERP systems, digital inventory management, and automated production planning, which grants us much better control over costs, timelines, and resource allocation. On the customer-facing side, CRM systems and digital platforms enable MSMEs to reach wider audiences and manage lead pipelines more effectively. Crucially, it transforms decision-making; with access to real-time data, businesses can track performance and accurately forecast demand rather than relying on guesswork. For a manufacturing MSME, this digital adoption reduces errors, improves precision, and ensures far smoother project execution.

Q 6. What are your expansion plans for the near future?

Our immediate expansion strategy centers on strengthening both our manufacturing capabilities and our market presence across India. We are actively scaling our production capacity by upgrading our infrastructure, integrating advanced machinery, and optimizing our processes to handle larger, more complex project volumes efficiently. Concurrently, we are expanding our product portfolio to introduce more design-driven solutions, particularly in premium railing systems and PVD-finish products. On the market side, we are building a stronger network of dealers, architects, and project partners across key cities, while laying the groundwork to enter international markets. We are also investing heavily in our digital presence to solidify our group as a recognized, trusted industry leader.

Q 7. What has been your proudest moment since starting this venture?

One of my proudest moments has been watching our initial vision take concrete shape—from starting localized operations to building a formidable presence through our three distinct companies.

Earning the trust of major clients and successfully executing large-scale projects under challenging timelines stands out significantly. Seeing our customized products integrated into real, landmark projects provides an immense sense of achievement. But above all, the real pride lies in the entrepreneurial journey itself: building a reliable brand from the ground up, creating employment opportunities, and seeing the quality of our work speak for itself in a highly competitive market.

Q 8. What has been the most challenging phase in your entrepreneurial journey?

The most challenging phase was the initial transition from working within an established setup to building and managing my own manufacturing companies. In the early stages, simultaneously managing production, client acquisition, cash flow, team building, and rigorous quality standards was an immense hurdle. There was constant pressure to deliver on our commitments while actively trying to establish market credibility. Furthermore, managing the volatility of raw material prices against tight project timelines required meticulous planning and decisive action. However, those intense early challenges forced us to build structured processes and strict financial discipline, laying the resilient foundation for our current growth.

Q 9. What advice would you give to someone just starting out in business?

Focus on building an unshakable foundation rather than chasing overnight success. Understand your product and your target market deeply, and never compromise on quality—in the long run, your reputation is your most valuable asset. Start with clear, strategic planning, but remain flexible enough to adapt to real-world business conditions. Be prepared to wear multiple hats in the early days—handling sales, operations, and finance—and treat every challenge as a learning opportunity. Guard your cash flow carefully, as financial discipline is just as critical as generating revenue. Most importantly, stay patient and persistent; real, sustainable success is built step by step.

Q 10. Which of your leadership traits do you believe have been key to your success?

I attribute our success to a few core leadership traits. The first is decisive accountability. In manufacturing, practical, timely decisions are critical, and I believe in making clear choices and standing by them.

Second is a strong problem-solving mindset. Every project presents unique hurdles—whether related to design complexity or strict timelines—and I approach them with a solution-oriented attitude rather than making excuses. I also place a massive premium on consistency and discipline, particularly regarding quality standards and client commitments. Finally, adaptability has been crucial; remaining open to evolving market trends and new technologies ensures we never stagnate.