

TRACKING THE GREAT INDIAN VACCINE ROLLOUT

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LANGUAGE OTT  
PLATFORMS

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MARCH 26, 2021

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# INDIA'S

COMPANIES THAT  
BEST ADDRESSED  
THEIR EMPLOYEE  
NEEDS OF SAFETY,  
STABILITY AND  
SECURITY DURING  
THE PANDEMIC

# Best EMPLOYERS



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# AG INDUSTRIES: PROVIDES NATURAL AND PURE PRODUCTS THAT DON'T HARM YOU HEALTH

**AG INDUSTRIES, LEADING MANUFACTURER OF A WIDE RANGE OF NATURAL OILS, BUTTER & COSMETICS PRODUCTS FOR THE BEAUTY SECTOR**

**A**G Industries started as a small-scale mint product manufacturing; it has today grown into a leading manufacturer and B2B bulk supplier of therapeutic-grade 100% organic essential oils, carrier oils, skincare & cosmetics products manufacturers to some of the leading brands around the globe.

They deal in the manufacturing and supply of premium natural oils, face creams, serums, and hair care products. The company works on the principle of maximizing customer satisfaction through an uncompromised high-quality range of products. Since, its inception, it has been following a customer-centric and tech-savvy approach. This has paved the way for them to build their name that they have today in the market.

## MAN OF VISION

Mr. Anil Gupta, who is the founder of AG Industries, is a man of vision and commitment who started this endeavor in 1994. His eagle-sighted vision, articulation, management is what has imparted AG Industries a strong foundation. The business has grown multifold, expanding to become a global leader and a popular name amongst essential oils, cold-pressed carrier oils, skincare & cosmetics products manufacturers, and suppliers.

## HEALTH AND SAFETY OF WORKFORCE

At AG Industries, it is ensured that they facilitate and maintain a clean, healthy, and safe environment for all. For this, they follow strict industry-standard guidelines.

Anil further added, "In the hard times of the COVID-19 outbreak, we have implemented measures to maintain social distancing, adequate sanitization, and minimal contact among the workforce. They were also provided with proper safety kits, gears, masks, and sanitizers to ensure their safety, which has always been our top priority."

## FUTURE ENDEAVORS

The company's vision is to establish itself as a trustworthy and authentic brand globally and serve the customers with the best products in the domain. They already hold leadership in the therapeutic essential oils and carrier oils, the future roadmap includes plans for expansion in the mainstream cosmetics industry, contract formulations, private labeling, and white labeling. For this, they will be expanding their geographical boundaries as well as human capital. They have already done heavy investment in a new industrial unit in Noida, Delhi NCR having an area approx 11lac sq. ft.

## SOCIALLY RESPONSIBLE ORGANIZATION

AG Industries believes in transparency and staying true to its principles. They are committed to the practice of coming up with genuine products that are pure, healthy, and ethical. The Corona Virus outbreak has been an unforeseen event for all. In these difficult times, they believe, their first duty as a citizen must be following all safety and social distancing guidelines, and also motivate others to do the same to minimize the effect of the outbreak.

## DEALING WITH THE PANDEMIC

"In this adverse situation of the pandemic, our primary aim was to ensure safety and livelihood for all our employees. We started our production and distribution of the sanitizers. We also ensured that our staff is well-versed with healthy practices and is taking requisite measures for the same. We ensured that none of our workers is hungry and everyone continues to see their expenses smoothly" asserts Anil.

For this, AG Industries made sure that all their employees get a full salary on time. They also looked after our employees who had migrated back to their hometown by facilitating them monetary benefits. They were also indulged in



new job creation possibilities. The pandemic has reaffirmed the significance of humanity, kindness, and coexistence.

## LEADERSHIP IN THE ORGANIZATION

The one thing that has helped AG Industries to stay motivated is the belief of their employees and the trust of the consumers. They knew a lot of families depend on them for their bread and butter, while a lot of consumers trust them for their authentic services, so stepping back or stopping was never an option for them.

Some of the major decisions that helped them keep the system in control were: thinking from the point of view of the employees and consumers, making an intent of genuinely serving the people, implementing all necessary safety measures like using and encouraging the use of masks, making adequate arrangements for health checkups, hand wash and sanitization, and most importantly creating awareness.

## DECISION MAKERS AT THE ORGANIZATION

The organization is run and administered by 3 directors, each of whom plays a crucial role in efficient decision making. Mr. Anil Gupta, the founder, is responsible for decisions related to finance; Mr. Arpit Gupta looks after marketing & planning of overall key activities and Mr. Achin Gupta is responsible for the implementation of new industry-relevant technologies. Together, all of them, form a pillar of strength that binds the organization as one unit. Their technical expertise and skill-sets ensure high-quality end-to-end supervision in product development, testing, research & development, project management, etc.

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