

Profile

Background

1988 witnessed the birth of La Opala RG Limited in Kolkata. A family enterprise, the company is spearheaded by visionary industrialist, Sushil Jhunjunwala and his son, the dynamic, forward thinking and innovative Ajit Jhunjunwala.

Portfolio

Crystalware

- Barware ■ Vases ■ Bowls
- Pitchers ■ Ashtrays ■ Beer Mugs
- Tea Cups and Saucers.

Opalware

- Dinner Sets ■ Coffee Mug Sets:
Coffee Cups/Saucer Sets
- Cup & Saucer Sets ■ Tea Sets
- Pudding and Dessert Sets.

Location

- Headquartered in Kolkata, West Bengal.
- Our manufacturing units are located in Madhupur, Jharkhand and Sitarganj, Uttarakhand.
- We enjoy export presence in over 30 countries.
- Our operations are supported by a strong network of approximately 100 distributors and over 35 sales representatives in all states of India, ensuring a presence in all major towns across India.

Recognition

- All our manufacturing units received the ISO 9001 certification in the year 1999 and in 2009 it has been upgraded to the ISO 9001:2008 Standard.
- The Company has received numerous awards and recognition from the Government of India and different State Governments which include the Udyog Ratna Award from the Government of Jharkhand, Capexil's Special Award for Export and Government of India recognised export house.
- The Company's association with Bipasha Basu as the brand ambassador led to magnified visibility and desirability of its brands.





Strengths



Extensive range

The company deals in Opalware and Crystalware products. Our range spans over 100 products including teacups, mugs, plates, bowls, and casseroles, among others.

La Opala's products are distinctive – elegant designs, world class quality, microwave-safe, chip-resistant and 100% recyclable.



Brand image and network

We are the only well-established domestic tableware brand in the country. With a wide network of dealers, retailers and a large marketing force, the product range is available across the length and breadth of the country. The main outlets include departmental stores, general utensil merchants and gift retailers. Besides its market leadership in India, it has a sizeable presence abroad with products exported to over 30 countries across the globe including USA, UK, Spain, Belgium, France, Germany, Japan and Dubai.



Reaching out

We are gearing up to meet the growing demand in both domestic and international markets. We are expanding our distribution network further to reach out to consumers residing in tier 2 and tier 3 cities of India.

As 70% of the Indian population still lives in rural India, we are also making the necessary effort to reach out to them to add "Style to their lifestyle".



Product development

The company has developed product upgrade capabilities by acquiring new technology.

Over the years, the company has developed an incisive R&D expertise and evolved design teams to create elegant products. The company also hires overseas design consultants for its new product ranges.



Improving margins

With an increase in capacity, operating margins of the company improved substantially. The same fixed overheads have now spread over larger volumes. This apart, the new automatic facility will lower rejections, reducing other overheads. Going forward, reduced power costs at both facilities have also helped in improving margins significantly.



Exploring new markets

The company started exploring opportunities to supply to big hotel chains in the country to further aid its growth. The Company is a regular participant in International Trade Fair in Germany, Hongkong etc.





Go Green- La Opala way



La Opala's products are a unique blend of style and substance. Crafted at our new state-of-the-art plant in India, the new range comes with enhanced features that not only make it stronger and safer, but distinguishably classier. Advanced technology and processes used for tempering, ensure far greater resistance to impact and thermal shock, making the new range microwave-friendly, chip-resistant and dishwasher-safe. In comparison to normal annealed glassware, the new range of opal glassware has greater resistance to impact and subsequently a longer life. In the unlikely event of breakage, La Opala tempered opal glassware shatters into non-jagged fragments, in contrast to the annealed glassware. Enhanced whiteness is another outstanding feature of the range. They are available in exotic designs. Some of them suit Indian restaurants, enhancing as well as complementing their Indian décor, La Opala's products include dinner sets, cup saucer sets, coffee mug sets, tea sets, soup sets, casserole, barware, vases, bowls, ashtrays and beer mugs.

Besides these unexpected features, La Opala products are environment friendly. We make sure they are fully recyclable, giving you the true taste of food served on them.