

Akanksha Jain: Building a Distinct Identity Through Crocsteel and Her Entrepreneurial Vision

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Driven by a vision to give Indian stainless steel products a premium experience and global recognition

The desire to create a distinct identity, challenge conventional thinking, and give Indian products a new direction has inspired Akanksha Anchal Kumar Jain to embark on her entrepreneurial journey with Crocsteel. With an MBA in International Business and professional experience working with UNICEF on fundraising initiatives and at Mahindra Finance, Akanksha has channelled her experiences into building a business of her own.

Her professional journey, including its challenges and setbacks, encouraged her to understand her strengths and explore an independent path. Today, through Crocsteel, she aims to bring a fresh perspective to Indian stainless steel products by combining quality, appealing design, and a premium customer experience.

From Education and Corporate Experience to Entrepreneurship

Akanksha spent the first sixteen years of her life in Mumbai before continuing her education in Aligarh, Noida, and Navi Mumbai. She later completed an MBA in International Business, equipping herself with knowledge of international markets and business operations.

Her professional experience included fundraising work with UNICEF and a role at Mahindra Finance. Like many aspiring professionals, she also encountered setbacks, including rejection during her job search. Rather than allowing these experiences to discourage her, she used them as opportunities for self-reflection.

Akanksha gradually recognised her inclination to question established practices, understand problems in depth, and approach situations from different perspectives. She realised that building an identity of her own mattered more than simply fitting into a conventional corporate environment.

Her understanding of India's diverse domestic markets, including the opportunities available across Tier 1, Tier 2, and Tier 3 cities, further strengthened her desire to establish an independent business.

A Family Legacy That Inspired a New Vision

An important influence in Akanksha's entrepreneurial journey has been her father, Mr. Anchal Kumar Premchand Jain, who brings approximately 45 years of experience in the steel industry.

His understanding of the market and knowledge of the industry helped Akanksha explore the stainless steel business more closely. His guidance gave her an opportunity to understand the sector's fundamentals while developing her own ideas and ambitions.

Although she benefited from her family's industry experience, Akanksha was determined to create a distinct identity rather than simply follow an established path. She began studying the products, raw materials, market dynamics, and customer expectations associated with stainless steel.

This combination of industry knowledge, personal ambition, and independent thinking laid the foundation for Crocsteel.

Crocsteel: Reimagining Indian Stainless Steel Products

India is known for exporting a wide variety of products to international markets, from mangoes and lemons to numerous other goods. This inspired Akanksha to consider a similar opportunity for Indian stainless steel products.

She began asking an important question: Why should Indian stainless steel products not receive greater global recognition through attractive designs, quality, and premium presentation?

That idea gradually evolved into Crocsteel.

For Akanksha, the vision extends beyond selling everyday steel products. She wants to explore how practical household essentials can combine functionality with aesthetics and a more premium feel.

Her approach reflects the belief that everyday objects can be both useful and visually appealing. In particular, kitchen products can become part of a home's lifestyle, reflecting the warmth, memories, and experiences associated with everyday living.

Through Crocsteel, she aims to develop a distinctive brand identity around this philosophy.

CrocTales: Bringing Creativity into the World of Steel

One of the initiatives planned under Crocsteel is CrocTales, a special product collection that aims to present stainless steel products through a fresh and creative perspective.

Akanksha's plan, as described in the material provided, was to introduce the collection on October 21, coinciding with the festive occasion of Dussehra.

The idea behind CrocTales is to make everyday stainless steel products feel more distinctive through an emphasis on quality, design, and a premium experience. Akanksha envisions bringing the appeal associated with products used in premium hospitality and commercial kitchens closer to everyday household use.

The initiative also extends beyond physical products. Akanksha is developing the idea of a comic magazine to introduce audiences to the creative world surrounding Crocsteel. Through storytelling and imaginative concepts, she hopes to build a more engaging brand identity that goes beyond conventional product marketing.

This approach reflects her ambition to explore new ways of connecting with customers and presenting a traditional product category in a fresh light.

A Journey of Independent Thinking and Determination

Akanksha Jain's entrepreneurial journey brings together education, professional experience, family guidance, and a willingness to explore new possibilities.

Her experiences have helped shape a business vision centred on understanding the market, studying products carefully, and identifying opportunities to create a differentiated customer experience.

Through Crocsteel, she aims to contribute to a broader perception of Indian stainless steel products, demonstrating how design, presentation, and attention to quality can play a role in building a distinctive brand.

For aspiring entrepreneurs who want to establish an independent identity or discover opportunities within traditional industries, her journey offers an encouraging example of turning an idea into an entrepreneurial pursuit.

As Crocsteel develops its product concepts and brand identity, Akanksha's vision remains focused on exploring new possibilities for Indian stainless steel products and creating a more premium everyday experience.

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