

Challenges & Responsibilities



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NAMRATA KOHLI

INDIAN REALTY HAS TAKEN THE HIGH GROUND

India's construction sector plays a key role in underpinning the Indian economy. The real estate sector directly employs 10 million blue collar labour and indirectly, 10 million through services.

Industry stakeholders believe that real estate will grow in India despite recession. "There is no slowdown in Indian real estate, there never can be one and there never will be one," says Navin M Raheja, President, NAREDCO & CMD, Raheja Developers Limited. He attributes his optimism of the Indian real estate industry to the demand supply gap in housing (15 million units plus) and the growing aspiration of the new-age Indian buyer.

Home today has been redefined from a living space that takes care of just functional needs to one that caters to higher order needs and desires of individuals. Often it is an extension of one's personality — intimate, comfortable and exclusive.

The economic boom in India over the last 20 years has led to tremendous wealth creation — resulting in new breed of

The growth of high-rise buildings in India has gone up for many practical reasons and with growing purchasing power Indian consumers are opting for it for a better quality of life

entrepreneurs joining the exclusive ranks of traditional business families. Both have been catapulted to a higher quality of life.

The new Indian is both affluent and aspirational — he demands a living space that comes with the promise of an exclusive lifestyle. Each project continuously raises the bar of superior living, pushing the envelope on design, architecture and construction and



amenities. As urbanization is on the rise — the number of urban agglomerations has increased from 384 in 2001 to 475 in 2011, a decadal increase of 23.7%. Urbanization creates demand for spaces to live and work — those which are safe and energy efficient with technological innovations. In a growing economy like India, it is only natural that there would be

challenges on every count, be it regulatory, safety or manpower. Real estate is an asset class that demands specialised skills and the complexity surrounding this sector increases in the Indian context. Despite being the second largest employer in the country, the construction sector as a whole faces manpower shortage. Further, the sector is heavily dependent on manual labour, faces longer time lines for

construction completions, which results in supply getting deferred. Hence, technologically, faster and alternative methods of construction need to be adopted on a large scale, so special training for certain skills would also need to be imparted.

Says Lalit Kumar Jain, Chairman, Credai, "The skill development programme is not happening at a pace and has not reached the depth. The quality of service providers is poor. It is difficult to get the required skill set to do the simple yet complicated jobs such as electrical, plumbing, waterproofing, etc."

Absence of quality of labour as well as service providers is a serious concern for most builders. The professional approach is missing and commitment to fulfill promises is conspicuous by its absence. One of the greatest challenges in designing buildings is in creating amenities and functionality of spaces and that too on time. That is the reason why global leaders in these fields are roped in to get the best methods, processes, technologies, building material and expertise.

CUSTOMER SPEAK

NISHANT AGARWAL, Managing Director - Avighna India Ltd.



Professionalism is the trademark of Toshiba

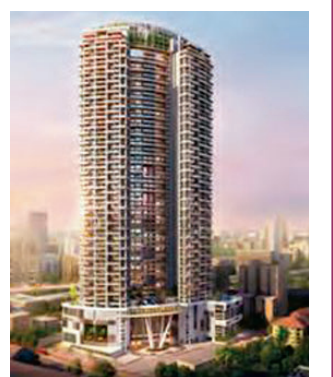
One Avighna Park is a landmark development that has been awarded by several international forums including Best Residential High Rise Development in the World by IPA, London. We are extremely cautious and sensitive while deciding the vendors to partner with. The single most important reason why we chose to partner with Toshiba was that their management's attitude is transparent and flexible, which is very comforting given the hurdles developers face in Mumbai.

Other differentiating factors were that their execution and installation team has excellent experience with high-rise buildings, a skill that is not widely available in India today. Also, their commitment to deliver on time without compromising on safety and quality is very much in sync with our company's policy.

We have installed 19 Toshiba elevators in our building. There are four varieties to suit our requirement. The high-rise

zone elevators travel at 6 m/s, i.e., approximately 2 floors/second.

It is admirable that Toshiba has never made an excuse or deviated at all from the schedule. These high-speed elevators are extremely energy efficient due to their permanent magnet



synchronous motor. Besides the speed element, the lift car offers a comfortable experience with no vibration or noise due to the company's anti-vibration technology. All in all, it gives us tremendous satisfaction to be associated with Toshiba.

—As told to Dipti Srivastava

INTERVIEW

JUNICHI KYUSHIMA

'We have a big role to play in the growing India'

Junichi Kyushima, Managing Director, Toshiba Johnson Elevators India Pvt. Ltd., in a conversation with Dipti Srivastava talks about energy-efficient features of Toshiba products and his company's future plans for our country

With Johnson Lifts having more than four decades of experience and Toshiba known for its technological advancements, in what ways is the partnership providing quality building solutions to Indian people in both residential and commercial segments?

The answer to this lies in the question itself. The joint venture of the two different giants in the Asian market guarantees quality building solutions by state-of-the-art products from Toshiba in concurrence with the experience and strong understanding of these market segments from Johnson Lifts Pvt. Ltd. (JLPL). We believe that the joint venture is just the right blend which the market requires currently and will prove to be one of the most professional and successful ventures in the country very soon. In only one year after we formed this JV, with the strong support from JLPL, we have been able to make a breakthrough with a couple of highly-reputed real estate developers in Bangalore and Kolkata. This is clearly a beginning of a long-standing relationship that will ensure sustainable products being provided to our customers.

What is the vision and growth strategy of the company?

Our vision is to:

- Be a leader in customer value of the elevator and escalator products and services
- Earn customer's satisfaction through continuous improvement driven by innovation, quality, service,



TOSHIBA IS NOT JUST A VENDOR, BUT A TOTAL BUILDING SOLUTIONS PROVIDER

integrity and teamwork. We have a long-term commitment towards the Indian market. We aim to achieve 10 per cent market share in the premium segment within five years from now.

Strategy to achieve this market share would be aggressive and consistent penetration across entire Indian cities. We will try to improve the market coverage and secure high potential projects which will improve Toshiba elevators' visibility and also ensure our customers that we are customer-oriented and

strong solutions provider by continually improving safety, quality, guarantees and value of our products and services. We listen and adapt to the needs of our customers. We deliver products on schedule with "just-in-time" production methodology.

Our mission is to provide the right product models through continual and aggressive R & D and to spread our sales and service network across the country.

What are the distinguishing features of Toshiba Johnson Elevators? How do these elevators ensure safety and reliability?

Offering 100% safe elevators and escalators is our aim. To achieve this, our elevators are equipped with numerous safety features like automatic rescue device, power failure emergency operation, three dimensional infra-red light sensors around doors, over-speed protection, automatic landing to the nearest floor in case of system failure, etc. We also focus on offering finest quality maintenance services. In order to provide more reliable and high-quality maintenance

services, Toshiba has established field services training centre for elevators at Fuchu factory in Japan. This facility is a large educational facility where specialized field technicians are trained in the latest advanced technologies to deliver safer and more comfortable elevators and escalators globally.

We provide reliable products by following stringent manufacturing methodologies at our factories across the globe, having parts with zero compromise on quality control and assurance.

Toshiba has superior technology for high speed elevators. We developed the world's fastest elevator, recognized by the Guinness Book of World Records. These state-of-the-art

elevators are installed at Taipei 101, a towering building with 101 stories above ground, which is 508 meters in height. The speed of our elevator is 1,010 meters per minute. Furthermore, due to periodic maintenance service by Toshiba, these two units of world's fastest elevators, have been operating for more than eight years without problem.

With eco-consciousness being the trademark of TIEI, what are the measures that have been incorporated while installing elevators in various locations?

We are constantly in the process to develop more energy-efficient elevators. All our elevators and escalators come with energy-conscious features like permanent magnet synchronous motor, variable voltage variable frequency drives for main motor as well as door motor, power regeneration feature and use of LEDs for illumination in car.

Compared to previous models, our latest green concept elevators such as SPACEL-III and ELCOSMO-III reduce up to 38% power consumption. In view of the global 'Go Green' initiative,

performance and low energy consumption but smooth riding comfort such as smooth start, jerk-free ride and smooth stop. Toshiba was the first to introduce inverter controlled high-speed gearless elevator in the market.

ANTI-VIBRATION TECHNOLOGY: Newly-developed roller guide: Usage of lubricant oil-free roller guides ensures less friction and vibration which enables

smoother riding comfort. Also, lubricant oil-free guiderail contributes to environmentally-conscious society.

DOUBLE DECK ELEVATORS: A pioneer in double deck inverter technology and world's first automatic floor height adjustment system using ball screw method that enables mass transportation and flexibility in building designs.

Which are the clients you are catering to currently?

In India, Toshiba is already providing its elevators and escalators at various projects located in major cities like Mumbai, Pune, Ahmedabad, Bangalore, Chennai and Kolkata. Most of these projects are owned by major players of the construction industry. Some of the big groups like, Avighna Group, Lodha Group, Hiranandani Group, K. Raheja Corp, Larsen & Toubro, Brigade Enterprises,

Prestige, etc., have already been working with us for their large-scale projects. All these projects have been important partnerships and have established long-term relations with them.

With real estate market booming across the country, what are the future plans of the company to tap this opportunity?

Toshiba started the elevator business in India in July 2011 and formed a JV with JLPL in October 2012. Using JLPL's strong network and their offices across 41 cities in the country, we intend to improve our market coverage and participate in all premium projects pan India.

We have secured about 250 units in less than two years of our business, especially accelerating after the JV was formed in India and we are extremely confident that our partnership with JLPL will enable us to grow leaps and bounds in the near future.

Toshiba is not just a vendor but a total building solutions provider. We have a strong background in elevators, air-conditioning and lighting that allows us to work on integrated building management systems designed to enhance the total energy efficiency of the whole building. Such systems can save a lot of energy and money for the society. Toshiba has appropriate technologies to make substantial contribution for India's growing future.

The focus of Toshiba airconditioning in India is on customers and customer segments that appreciate energy savings and are concerned about sustainability

Airconditioning business of Toshiba is operated by Toshiba Carrier, the global joint venture between Carrier Corporation US and Toshiba, founded in 1999. In India its business is through sales company of Carrier India, "Carrier Airconditioning & Refrigeration".

For the past 30 years, Toshiba has invested heavily and worked hard to maintain its position as a leader in the airconditioning market and the quality of products continue to differentiate Toshiba from other manufacturers.

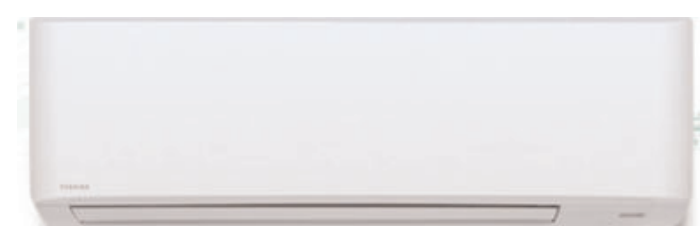
Toshiba is one of the first brands to bring the inverter revolution in India and has long been respected for its technologically advanced, energy-efficient airconditioning solutions. With continuous product innovation and channel partners, Toshiba has been growing rapidly in the airconditioning business. Toshiba's focus in India has been on customers and customer

Leaders in energy-saving and climate-controlling technologies

segments which appreciate energy savings and are concerned about sustainability.

The vision of the company is to be recognized as the leader in every active segment and to inspire the employees to achieve their goals by providing the most efficient systems and solutions across industry, with best-in-class services, continuous improvement and sustainability".

The focus is to proactively understand customers' stated and latent needs and create products and services that deliver value and make life comfortable. Toshiba's pre-sale, sales and post-sale processes are an integral part of the system. The company believes that sustainable customer loyalty and brand strength only come



from products that deliver on their promises. Toshiba's brand ambassadors are its innovative and sustainable products.

With continuous product innovation, strong customer focus and together with the employees and channel partners, the company has been growing faster than the market growth and gaining strength in Indian market.

SUCCESS IN INDIAN MARKET Toshiba is one of the first brands to bring the Inverter revolution in India. Toshiba's VRF (variable



refrigeration flow) i.e., multi-airconditioning for commercial building has been one of the key elements to their success in India. Some of the customer segments which patronize Toshiba's energy-efficient inverter products are:

Condominiums: Emmar MGF - Commonwealth Games Village, New Delhi, Catriona Apartments - Ambience Developers, Gurgaon, IREO - Grand Arch

Project, Gurgaon, K. Raheja-Viveria Project, Mumbai.

Retail & lifestyle: Tanishq, Titan Industries, Talwalkar Fitness, etc.

Hospitality: Lemon Tree, Accor, Formula 1, etc.

THE STRATEGY TOWARDS MARKET SHARE

Due to scarcity in energy resources worldwide, Toshiba air-conditioning units are being manufactured with minimized operating costs and reduction in carbon emissions which help to fight against global warming. Toshiba focuses on those markets which value energy efficiency and sustainable solutions. There is a strong acceleration in the number of green building projects in all regions of the world. It's no longer just about new construction. And, importantly, green buildings command a premium - and are now a criterion for investment decisions. This is the inflection point. Green buildings are no longer just good for the planet

but they are good for business too.

Toshiba is building on a strong legacy of sustainability rooted in three beliefs:

- Green products must start at a green company.
- Global dialogue can rebalance the built environment with the natural environment.
- Presence of green buildings will accelerate with education.

A FUTURE BUSINESS

Deep in the psyche of each member of the company is the ideal that they need to play a part in helping preserve our earth. As relative newcomers in the evolution of the earth, it's undeniable that humankind has had a greater impact on our planet's eco-system than any other life form.

At Toshiba, we believe we can make a difference. As a global vision for our evolving world, the company is committed to advancing research and development of super energy-efficient, cleaner technologies



Toshiba airconditioning division has several next-generation energy-efficient technologies. The inverter technology-based airconditioning systems consume up to 30 per cent less power.

GAURANG PANDYA Managing Director, Carrier Airconditioning & Refrigeration Ltd.

and to innovate products that not only use significantly less energy but help maintain air quality through state-of-the-art air purification systems for the home and business, intelligent ideas that use less of our earth's resources, without sacrificing your personal comfort.