

FOR IMMEDIATE RELEASE

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Toshiba Johnson Elevators (I) Pvt. Ltd. launches “ELCOSMO-TJ” elevator especially developed for Indian market

New Delhi, India – Toshiba Johnson Elevators (India) Private Limited (TJEI), a subsidiary company of Toshiba Corporation, today announced the launch of its brand new elevator series “ELCOSMO-TJ”, especially developed for Indian market, catering to the upper middle segment.

ELCOSMO-TJ is targeted for low and mid-rise building such as mid-sized office building, residential building, and retail segment, which is the rapid growing large volume zone for elevator market in India. Equivalent to Toshiba’s other premium models, ELCOSMO-TJ offers leading edge technologies in energy consumption such as top class high efficient PMSM motors, high quality drive systems, and LED lightings to enhance energy efficiency.

Mr. Yoshiyuki Mabuchi, Managing Director, Toshiba Johnson Elevators (I) Pvt. Ltd. said “Since our entry in India market in 2011, we were focusing only on the premium segment. The launch of our new mid-segment ELCOSMO-TJ model marks our entry in the upper middle segment, which will help us consolidate our annual sales to 2,000 units per year by FY2020.”

ELCOSMO-TJ will be distributed by both Toshiba Johnson Elevators (I) Pvt. Ltd and our collaborating company, Johnson Lifts Pvt. Ltd., utilizing their distribution network. Furthermore, by employing some of the components manufactured in India, supplied by Johnson Lifts, this newly developed standard model is competitive in both cost and delivery time. Our joint synergy will further strengthen the expansion to seek market share in the upper middle segment.

Toshiba entered the Indian elevator market in 2011 & formed a JV with India’s largest elevator company – Johnson Lifts Pvt. Ltd. in 2012, to form Toshiba Johnson Elevators (I) Pvt. Ltd. Since its inception, TJEI has successfully booked over 1000 units of elevators and escalators, offering assured products with safety, security and smooth riding comfort followed by our high quality maintenance services.

“India is the second largest market in the world and definitely one of most significant markets for both Toshiba and TJEI. We are focusing to consolidate our market share in the premium segment and at the same time, we aim to build up on the upper middle segment with the launch of ELCOSMO-TJ”, **Mr. Mabuchi** added.

Specifications of ELCOSMO-TJ

Load capacity	544kg ~ 1,020kg
Nos. of Persons	8 persons ~ 15persons
Speed	1m/sec, 1.75m/sec

Cabin design sample



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About Toshiba Johnson Elevators (India) Private Limited (TJEL)

Toshiba Johnson Elevators (India) Pvt. Ltd.(TJEL), a joint venture of Toshiba Elevator and Building Systems Corporation and Johnson Lifts Pvt. Ltd., provides world class, energy efficient and safe vertical transportation systems in the Indian elevator & escalator market utilizing the comprehensive technological infrastructure developed by Toshiba Corporation over 140 years of history.

To find out more about TJEL, visit <http://toshibaelevators.in/index.aspx>