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Focus on Accessibility



TOSHIBA ELEVATORS: BUILDING A NEW TOMORROW

As high-rises keep growing taller, there is a mounting pressure on vertical mobility companies like Toshiba to reduce ride wait-times and to personalize the ride experiences. From undulating business hubs to marvelous residential complexes, as India's skyline touches newer heights, faster, stronger and more efficient elevator systems are becoming a prerequisite to the real estate sector. To keep pace with the dynamics of the industry, Toshiba Corporation riding on its 140 years of experience, is introducing elevators that are more connected and more efficient.

THE TRIFECTA: PERFORMANCE, SAFETY, AESTHETICS

Toshiba elevators excel on performance, comfortable ride, safety, environmentally conscious, aesthetics, and after sales support, which form the cornerstones of elevator industry. Toshiba elevators achieve superior ride comfort and safety through contemporary technology like the permanent magnet synchronous motor, drive system and roller guides that help in smoother elevator ride. Environmentally conscious issues such as, regenerative system, efficient drive system, reduction of hazardous material, and compliance to RoHS (Restriction of Hazardous Substances Directive) standard; safety features like emergency operations for power failure, earthquake, or in case of fire, over-speed protection, door sensors etc., are some prominent features of Toshiba Elevators. Specialized certifications and in-house engineer training programs are conducted to keep the team upbeat with latest updates in elevator safety. Toshiba is known for its exclusivity of providing bespoke cabin interiors and hall designs. Toshiba's ability to offer unmatched array of cabin finishes and ceiling designs has helped the company won many notable projects in India and around the world.

India, which is the world's second largest market for elevators, is also the fastest growing market for Toshiba. Through its subsidiary Toshiba Johnson Elevators India (TJEI), Toshiba is well placed to cater to all segments of Indian market, from high-end premium segment, to upper-mid segment. In last 6 years, TJEI has registered a Y-o-Y CAGR of over 10% to 15%. Continuing the growth trajectory, TJEI aims to achieve top market share in its targeted segment by achieving a sales target of 2,000 units per year by FY2022.



Mr. Tomohiko Okada,
Managing Director, Toshiba India

TAKING INDIA TO NEW HEIGHTS

Understanding the evolving preferences of consumers in India, TJEI has expanded its product portfolio to cover all spectrums of the market – from premium to upper-middle elevator market. In India, TJEI is focusing on two segments – the premium and luxury segment, where TJEI has already established itself as a significant player; and the ever-growing mid-rise buildings of the Indian real estate market – the mid-sized offices, commercial spaces and residential condominiums, where TJEI will further consolidate its market position in the upper middle segment with products 'Made-for-India'. Toshiba customized and designed a product especially 'Made for India' – ELCOSMO-TJ that is not only competitive in cost but also has a shorter delivery turnaround of three months.

With an augmented focus on 'Made-for-India' products, TJEI plans to set up a Multi-Purpose Facility (MPF) that will act as design centre, training centre, and service centre amongst other roles. With its commitment to provide safe and efficient vertical transportation through its innovative, state-of-the-art global product range, TJEI endeavors to contribute to the growth of urbanization FOR THE NEXT INDIA

MARQUEE PROJECTS FEATURING TOSHIBA ELEVATORS

- Surat Diamond Bourse – 128 elevator units for the prestigious
- Vamsiram Builder's BSR Tech Park and Jyothi Tech Park – 82 units
- One Avighna Park – 14 high speed elevators in of which 8 travel at 6mps and 6 travel at 4mps
- Godrej BKC – 22 bespoke elevators matching the design and specifications of the elegant project
- Meenakshi Tech Park in Hyderabad – 70 units
- ITC Ltd – 42 elevators at their four different projects located in Kolkata, Chennai and Chandigarh.
- Godrej Trees in Mumbai – 26 machine room less elevators
- Godrej Infinity in Pune – 31 compact machine room elevators
- Embassy Splendid in Chennai – 67 units