

## **Leaders in energy-saving and climate-controlling technologies**

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Air conditioning 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 Air conditioning & Refrigeration".

For the past 30 years, Toshiba has invested heavily and worked hard to maintain its position as a leader in the air conditioning 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 air conditioning solutions. With continuous product innovation and channel partners, Toshiba has been growing rapidly in the air conditioning business. Toshiba's focus in India has been on customers and customer 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-air conditioning 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:

- 1) Green products must start at a green company.
- 2) Global dialogue can rebalance the built environment with the natural environment.
- 3) 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 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.

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

- By Gaurang Pandya Managing Director, Carrier Air conditioning & Refrigeration Ltd.