

# DAIKIN SIGHT

CALIBRATING THE COOL QUOTIENT



## Daikin India shining

Daikin India's expansion initiatives received a new impetus with a fresh phase of investment. The new residential air-conditioning manufacturing facility will equip Daikin with a competitive edge in terms of brand and product. The new factory carries a mission to deliver products high on performance and affordability.



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# Daikin to pump

## Rs. 250 Crore for pan-India expansion



Daikin Manufacturing Facility, Neemrana, Rajasthan

Daikin Air-conditioning India Pvt. Ltd. (DAIPL), the fully-owned subsidiary of Daikin Industries Ltd., Japan announced its second phase of investment of Rs. 250 Crore (4.5 bn JPY) for pan-India expansion. Of which Rs. 122 Crore (2.2 bn JPY) will be utilised for the new Residential air-conditioning manufacturing line within its existing factory premises at Neemrana, Rajasthan. This second phase investment reflects Daikin's commitment, in line with the vision to develop and market a product, especially designed for the discerning Indian consumers. The philosophy to leverage localisation to drive profitability remains a core strategic intent of Daikin Industries.

The Daikin India manufacturing plant (strategically located at Neemrana, Rajasthan boasts a sprawling 160,000 sq metres area) entailed an initial investment of Rs. 210 Crore made in 2009. The new investment will help build a manufacturing line with a capacity of 5 lakh residential air-conditioning units annually,

making it one of the most advanced and largest full-line air-conditioning facilities in India. This new facility will also house a sub-research centre for product customisation for the Indian consumers.

Earlier this year Daikin Industries Ltd., Japan recorded global sales revenue of 940 billion yen with an increase of 10%, compared to last year. Riding on the back of this global success, Daikin India is pursuing an aggressive multi-pronged strategy to become a leader in the Indian HVAC market by 2015.

Referring to Daikin's future plans, Mr. Toshio Nakano, Chairman Daikin Industries (Thailand) Ltd., commented, "The setting up of new residential air-conditioning facility will assist Daikin to leverage the local potential and drive the economies of scale to provide a product that is researched, developed and marketed in India. This will ensure seamless flow of the Daikin air-conditioning experience for customers across India - one of the fastest growing markets globally for Daikin."



A four-year-old girl was travelling in a public bus with her mother. The bus was overcrowded and did not have an AC. Exasperated by the heat and the crowd she asked her mother 'why don't they put on the AC?' Her mother said, 'they don't have an AC dear'. The girl was surprised. Admittedly, in much of India, life without an AC could soon be a thing of the past.

# From the MD's Desk



## Dear Friends,

Greetings to you, your family and friends for the festive season and celebrations ahead...

May such occasions bring joy and happiness to you and your family.

As the 2011 calendar year draws to an end, Daikin India is experiencing an encouraging business growth. This is underlined by an expansion outlook of setting up a new residential air-conditioning manufacturing line at Neemrana, Rajasthan. The second investment phase (total investment amounting to Rs. 250 Crore) qualifies Daikin as one of the most prominent players in the HVAC space in India. This pioneering step of the new residential air-conditioning manufacturing facility will also include a sub-research centre to develop products for the local consumers.

Our past, current and future investments on people, infrastructure, manufacturing, products and technology outline our core vision to be amongst the top 3 HVAC companies in India. As together we march towards higher goals and stronger partnerships, we remain committed to providing the best products and services to help you build a rewarding business.

This new residential air-conditioning manufacturing line would equip Daikin to produce air conditioners in sync with the international quality expectations. Daikin India is poised towards a double-digit growth, riding on the back of local production, which will start soon.

Allow me to take this opportunity to thank you all for your continued support & contribution.

Yours truly,

A handwritten signature in black ink, appearing to read 'K J Jawa' with a stylized flourish at the end.

**K J Jawa**

Managing Director

Daikin Airconditioning India Pvt. Ltd.

As together we march towards higher goals and stronger partnerships, we remain committed to providing the best products and services to help you build a rewarding business.

# Getting noticed.



## Far and wide

Lakshmi Aircons Pvt. Ltd. (LAC) and Daikin recently inaugurated India's largest Daikin Solution Plaza in Chennai, spanning over 10,000 square feet. On display at this Daikin Solution Plaza are products ranging from high-wall splits, ductable, floor standing units and VRV Systems. This Daikin Solution Plaza also aims to showcase the Daikin VRV III System - the most Intelligent air conditioning systems with R410 refrigerant, where an end user can gather knowledge about the product specification and performance. This mammoth Solution Plaza also possesses an eco-friendly office air-conditioned with Daikin VRV III Systems in a salubrious surrounding, creating an ambience of global standards.

Present at the inauguration ceremony in Chennai were Mr. Toshio Nakano, Chairman, and Mr. Kanwal Jeet Jawa, Managing Director, Daikin India along with other business heads.

LAC GROUP was founded in 2004 with the merger of Lakshmi Aircons Pvt Ltd and Lakshmi Consultants. The group is dedicated to providing the highest standard of Air-conditioning sales, service, maintenance and consultation to its clients and consumers. LAC, one of the key channel partners for Daikin has always contributed towards bagging several awards from Daikin on superior installations.

# Power to change

## VRV Seminar India (September 2011)

1 city event - **Kolkata**

### A. Objective

The primary objective of this seminar is to create awareness and preference for world renowned Daikin Variable Refrigerant Volume (VRV) Systems. Daikin VRV is the latest and most revolutionary technologies used for large sized buildings. The system offers large outdoor capacities, greater energy savings, easier installation, longer actual and total piping, and more.



### B. Seminar attendees - Over 80 participants attended this seminar

|                       |                                   |
|-----------------------|-----------------------------------|
| 1. Architects         | 4. Real estate developers         |
| 2. HVAC consultants   | 5. Project management consultants |
| 3. Interior designers | 6. Channel partners               |

# Training minds

## A.C.D.C going global

When Daikin Industries acquired the Mcquay in 2006, it took a pioneering step in commercial and industrial HVAC space. The result was an extensive product range, offering the customers a variety of options, especially designed for diverse applications.

Daikin recently concluded a week long workshop for the Applied / Chiller team at Neemrana to impart training in line with the requirements of Mcquay products range.

The specially designed curriculum of the workshop was aimed at providing the participants with fundamental knowledge of Centrifugal Chillers, a relatively new concept for Indian consumers. Highly experienced trainers from Daikin Singapore conducted the workshop and presented technical simulation to benefit trainees. Besides, the detailed explanations regarding the maintenance of Centrifugal Chillers, it also provided the attendees a deep insight into the working of such advanced machines.

Additionally, this gave ACDC – Daikin India's training facility at Neemrana, its first international exposure. With another Centrifugal Chillers training scheduled for October 2011, ACDC is gaining a learning ground status, while shaping strategic business outcomes in the long run.



## Strengthening the channel partners

Daikin, leader in innovative technology and quality, enjoys an edge over its competitors. As an experienced industry player, it is quick to realise the importance of sharp technical competence required at the customer's end. Consistent skill enhancement of our dealer and channel partners keep them abreast of evolving market requirements.

The After Sales Service & Technical Support teams recently organised trainings for channel partners at Neemrana to impart knowledge and share insight on working and troubleshooting of Daikin products, brazing and project execution.

Participants from Mumbai, Ahmedabad, Pune, Chennai, Bangalore and Hyderabad attended these training programmes.



# Jai Hind

Independence Day at Daikin was celebrated with great enthusiasm and excitement across the country. Employees dressed in ethnic attire actively volunteered and participated in numerous indoor sports and cultural activities. Individual and team performances were acclaimed with mementos and the evening finally concluded with some team-bonding exercises, followed by refreshments.



# Rewarding superior performance

The night of August 26, 2011 witnessed the Indian construction industry converge on a grand stage to applaud, honour and celebrate the achievements of the finest of projects, people and companies at Hotel Taj Mahal in Mumbai.



Daikin- World's no. 1 Air-conditioning Company joined hands with Construction Week Magazine to be the presenting partner for the Construction Week Awards 2011.

The construction industry plays a critical role in driving the nation's socio-economic growth. The industry is involved in the mammoth task of building a new India, and is also the second largest in the country today. Daikin is happy to have created an awards platform for the industry that is credible, transparent and fair. The trophies highlight significant accomplishments of achievers.

It was truly a wholesome experience as veteran industrialist Mr. Ramesh Sarin graced the occasion as the chief guest.

Our heartiest congratulations to all the winners and participants, who helped make the occasion a roaring success.



# Abuzz!

**Daikin India is abuzz with activity. To catalyse level-next growth.**

## Extending the Daikin experience

Over the years, Daikin India has laid emphasis on improving the quality of life for its esteemed customers by developing innovative, eco-friendly and customised products in line with evolving consumer aspirations. We are glad to share some of our key installations/sites and highlight the people behind the scenes who actually make it happen and spread the joy of Daikin experience around.



| Projects   | Dealers   | Application          | Capacity (ODU HP) |
|--|---|----------------------|-------------------|
| 1. ITC, Bhadrachalam, Andhra Pradesh, India            | <b>SAI Agencies</b><br>Mr. Ramakrishna                        | Residence/<br>Office | 1000              |
| 2. Ahmedabad University (BCC Campus), Ahmedabad, India | <b>Finair Airconditioning Pvt. Ltd.</b><br>Mr. Digant Divanji | Institute            | 376               |
| 3. Ambrosia Sarovar Portico, Roorkee, India            | <b>Atmos Aircon</b><br>Mr. Sanjay Sood                        | Hotel                | 300               |

**Daikin India for Rs 250 cr expansion**  
**CHANDIGARH:** Daikin Airconditioning India has announced the second phase of investment of Rs 250 crore for India expansion, of which Rs 122 crore will be utilised for the new residential air-conditioning manufacturing line within the existing factory premises in Rohtak.

# Think!

## Strengthening Service Support Quality



In Daikin, we have a deep-rooted customer-oriented after-sales service. The processes and systems are laid to achieve total customer satisfaction. Daikin has a three-pronged strategy for service support. It has a team of service engineers, a strong network of service centres (SRPs), and authorized service providers (ASPs).

Daikin India has already established itself with a strong back-end to support the front-end to ensure high service quality. Like any other world-class service to its customers, Daikin service philosophy are customer centric. Daikin also ensures adequate training facilities and a system of knowledge sharing to ensure satisfaction among all customer touchpoints.

Daikin India has a strong service network of more than 790 SRPs who are well equipped to provide satisfactory service to its customers. However, to cater to specific needs of customers, Daikin also employs service vans, 24-hour emergency service, and three service centres (SRPs) in Delhi, Mumbai, and Chennai to provide excellent service.

Daikin is currently using a well-thought call management system. Each and every call is closely monitored, and national level regional support is provided till the time customer is satisfied. The time taken to immediately attend to the customer's issue, Daikin has it in-house through its five customer service centres (CSCs) and 24-hour helpline (24x7) and Daikin

has an advanced web-based call management system with mobile phone connectivity, which enables service providers to give an instant feedback about the status of the call.

Daikin provides world-class tools to its dealers. There is a standard service engineer the moment he/she enters the workshop. The kit includes a mobile phone, digital camera, and various specified hand tools. Also, they laptop with Internet connectivity which keeps them connected with the company at all times. Daikin employs over 20 service vans to have their own service vans.

Regarding turnaround time, Daikin has meticulously managed to ensure that 95 percent of customer requests are met on-time.

The company has also developed a very robust spare parts inventory tracking system. Through this system, the company is able to assess the requirement of spare parts across the country. Based on the inventory, adequate stock of spare parts is maintained not only at the SRP level but also at the regional level.

The company has an aggressive plan to train its service network at strengthening its service support quality to its esteemed customers.

There is considerable crunch of skilled manpower in the field of air conditioning. The Daikin and ARPs are devoid of skilled manpower which is critical to handling the technologically superior products. Keeping this in mind, Daikin is



**Dinesh Mahgankar**  
 National Service Manager,  
 Daikin Air Conditioning India Pvt. Ltd.

candidate across India to augment the workforce. Post getting the necessary skills and training, they are placed with the dealers across India.

There is a very strong focus on training and this is evident in the engineers' competence in the sub-segment. The company has invested in building a world-class residential training centre at its manufacturing facility at Neemrana, Rajasthan. Detailed and customized training programs are conducted throughout the year on both technical and soft skills. Overseas training programs are also regularly organized at the state-of-the-art global facilities of Daikin in Japan.

## Daikin to invest ₹250 cr in AC assembly

BY REPORTER  
 New Delhi, 14 September

Daikin Airconditioning India will invest ₹250 crore in setting up a new residential air conditioner (RAC) assembly line at its Neemrana unit in Rajasthan by July 2012.

In a managing director, Kanwal Jeet Jawa, said, "Our investment in the manufacturing facility would help us produce about 500,00 RAC units in the following year."

The company is also taking a slew of measures in a bid to position itself among the top three players in the RAC segment by 2015. It aims to capture at least a 15 per cent share of the RAC segment by 2015 through expansion of distribution channels, especially in Tier-II and III towns, offering more products at entry-level price points, upgradation of service infrastructure, aggressive branding initiatives and increasing the number of exclusive brand shops, or Daikin Solution Plaza.

Japan's Daikin Industries, the parent company, is the market leader in the RAC category in countries like Thailand, Singapore and Australia. But in India, it failed to compete with Korean giants LG and Samsung because its RACs were at a 22



The logo for Daikin Industries is displayed outside the company's showroom in Gurgaon, Haryana.

per cent premium to its competitors' products. So, it reformulated its strategy in April 2010 to sell RACs at entry-level price points by not compromising on technology, but bringing down the premium cost to 15 per cent.

Jawa said, "Our philosophy is to think global but act local. We want to play volume zone strategy, which will offer room ACs at a low premium price, but not compromise on technology. We will just give the required and appropriate technology to Indian consumers and remove the unnecessary upgradation and technological features which escalate the premium cost. These are needed in much developed markets like those of Europe."

Indians prefer RACs that can save power, stand high voltage fluctuations, emit low noise, assure instant servicing, durability and good aesthetics.

Unlike European countries, Indians want not only cooling AC, but twin mode ACs.

"India is a very important market for us, just like other Korean companies that do about 30 per cent of their turnover from here. The rising middle class, increasing disposable incomes, growth of GDP and a dismal penetration of ACs in Indian households imply a great opportunity to explore," Jawa said.

## Daikin India to breeze into home AC segment

**Our Bureau**  
 New Delhi, Sept. 15  
 It was a bad summer for most air-conditioner players this year, but Daikin India claims to have bucked the trend. Now, it is stepping up its investments by pumping in Rs 250 crore to expand operations.

Of this, Rs 122 crore is for a new home air-conditioning manufacturing line at its factory in Neemrana, Rajasthan. The new facility has a capacity to make five lakh room air-conditioning units annually. The rest of the money will be used "for dealer expansion, and strengthening operations".

Till now, Daikin's main focus in India had been commercial air-conditioning, though it did have a marginal presence in home air-conditioning with a premium split AC range. Currently, 70 per cent of its revenues come from industrial air-conditioning and 30 per cent home air-conditioning.

**HOME PENETRATION**  
 In 2010, it started getting aggressive on the home market by introducing entry-level priced products as well. By going in for local manufacturing, the company hopes to increase its foothold. "In two years, we hope to get 70 per cent of our revenues from home ACs and 30 per cent from commercial," said Mr Kanwal Jeet Jawa, Managing Director of Daikin India.

According to him, this is a strategically thought out move as home AC penetration in India is a mere 3 per cent. By contrast in markets such as Japan, Singapore and the US, 90 per cent homes have ACs. Even a market like Thailand has home AC penetration of 70 per cent.

The aggressive push into the home AC market, according to Mr Jawa, is also in a bid to gain overall market leadership position in the HVAC (Heating, Ventilation and Air Conditioning) market in India by 2015.

**डायकिन 250 करोड़ का निवेश करेगी**  
 चंडीगढ़ | डायकिन एयरकंडीशनिंग इंडिया ने भारत में विस्तार के लिए 250 करोड़ रुपए का निवेश करने के अपने दूसरे चरण की घोषणा की। इनमें से 122 करोड़ रुपए का नीमराणा, राजस्थान में मौजूदा फैक्ट्री परिसर के भीतर नई आवासीय एयर-कंडीशनिंग निर्माण लाइन के लिए उपयोग किया जाएगा।

## Daikin Solution Plazas across India

| Dealership name                     | Location                       | City       | Contact  |
|-------------------------------------|--------------------------------|------------|--|
| Prime Enterprises                   | Ashok Vihar Phase - 1          | Delhi      | 011-27240849, 011-27235682, 9810239047                           |
| Tibcon Aircondition                 | Rohini                         | Delhi      | 9811644567, 9811304567   |
| Citicool Corporation                | South Extension - II           | Delhi      | 011-26256327, 011-26254646, 9810028375                           |
| Bir Engineering solution Pvt. Ltd.  | Rohini                         | Delhi      | 9999075598, 9818430293   |
| Guru Nanak Airtech                  | Kunjipura Road                 | Karnal     | 0184-2274847, 0184-2254804, 9992850000, 9896669000               |
| Sony Aircon                         | Sanjay Place                   | Agra       | 9319100060, 9837086495, 0562-2856308                             |
| Ashoka Refrigeration Agencies       | Sigra                          | Varanasi   | 9935041802, 9336835305, 0542-2208900                             |
| Sai Associates                      | Station Road                   | Lucknow    | 0522-2638073, 9839025164, 9415005680                             |
| Sharp Infraproject Pvt Ltd.         | DLF Phase - IV                 | Gurgaon    | 9810064919   |
| Rama Aircon Engineers Pvt. Ltd.     | Station road                   | Jaipur     | 0141-2374740, 2368292, 9929604786                                |
| Weather Control                     | Link Road                      | Jaipur     | 0141-3005382, 0141-5141045, 9001999726, 9001999725               |
| Kiran enterprises                   | Jayanti Market                 | Jaipur     | 9829013730, 0141-2373750, 0141-2373760                           |
| Tamanna Cooling Solutions           | HUDA Complex                   | Rohtak     | 9215553921, 9813498143   |
| Dhanoa Airconditioning Services     | Sector 47C                     | Chandigarh | 0172-5019013, 0172-5062013, 9815013366                           |
| Lakshmi Aircons Pvt. Ltd.           | Kodambakkam                    | Chennai    | 044-43565271, 9884728719, 9962028719                             |
| Cold Point Pvt. Ltd.                | Perambur                       | Chennai    | 044-42943333   |
| The AC Zone Pvt. Ltd.               | Egmore                         | Chennai    | 044-28192035, 044-28192036, 9840878866                           |
| Sunil Engg Systems                  | Jubilee Hills                  | Hyderabad  | 9246823111   |
| Ikon Airconditioning                | Secunderabad                   | Hyderabad  | 9849021033, 040-27540098   |
| Sri Comfort Air Products & Services | Banjara Hills                  | Hyderabad  | 9948095908   |
| JLM Aircon                          | Jubilee Hills                  | Hyderabad  | 9391837759, 040-64623456   |
| TF Airsystems                       | Frazer Town                    | Bangalore  | 9686453581, 080-25802593, 080-25802594                           |
| Aircomfort Sytems                   | Jeevan Bima Nagar              | Bangalore  | 9845699448   |
| Reacon Engineers                    | Vytilla                        | Cochin     | 9567761768, 0484-24010579  |
| DJ Electronics                      | Vayalur Road                   | Trichy     | 8870656515   |
| Ses Aircon                          | Suryarao Peta                  | Kakinada   | 9246650203   |
| Breeze and Freeze                   | Labbipet                       | Vijaywada  | 9246670288   |
| Acme Refrigeration Company          | Mahim (W)                      | Mumbai     | 9619896875, 022-24441229   |
| Vipul Enterprise                    | Birivilil (W)                  | Mumbai     | 9820110991, 022-28906169, 022-28957624                           |
| Emmar Comfort Systems               | Thane (W)                      | Mumbai     | 9930813805, 022-41225818, 022-25973613                           |
| Air Tech Engineering & Solution     | Kothrud                        | Pune       | 9823080111, 9923002823, 020-25385060, 020-32532154               |
| Mega Cool Services                  | New Nanapeth                   | Pune       | 9422008931, 020-26331353   |
| Alfa Trading                        | Paldi                          | Ahmedabad  | 079-65218641, 9725011121   |
| Anand Cooling Equipment Pvt. Ltd.   | Lal Darwaza                    | Ahmedabad  | 079-25503256, 9879013800, 9824011470                             |
| Happy Enterprise                    | Varachha Road                  | Surat      | 0261-2552552, 0261-2554552, 0261-3248485, 9712888000, 9726888000 |
| Coolline Agency Pvt. Ltd.           | Bhatar Road                    | Surat      | 0261-2660083, 0261-2669629, 9898500070, 9898500071               |
| Cooling Solution's                  | Sitabuldi                      | Nagpur     | 9850568143   |
| Comfort Corporation                 | Old Ramdaspath                 | Nagpur     | 9822736536   |
| Dhoot Comfort Systems               | Jalga Road                     | Aurangabad | 9370032988   |
| Cooling Solution                    | Opp. Habibganj Railway Station | Bhopal     | 0755-4229016   |
| Acme Refrigeration Pvt Ltd          | Panjim                         | Goa        | 9823191922, 9823174922, 0832-2227663, 0832-6653991               |
| Airmax                              | Margaon                        | Goa        | 9326122799   |
| Pioneer Repair                      | Vasana Road                    | Baroda     | 0265-26581400, 9825066203  |
| Airshoppe                           | Trade Center                   | Indore     | 0731-4078090   |
| Manish Refrigeration                | Wagahawadi Road                | Bhavnagar  | 9825038787, 0278-3001171   |
| Freeze India                        | Near Astron Cinema             | Rajkot     | 9099055330, 0281-2222245   |
| Gayatri Trading Company             | Alkapuri                       | Vadodara   | 0265-6625634, 9825511771   |
| Continental Cooling Company         | Salt Lake                      | Kolkata    | 033-40063074, 9051610658   |
| Maa Chintpurni                      | S.K. Puri                      | Patna      | 9835299509   |

### Contact address

#### DAIKIN AIR CONDITIONING INDIA PVT. LTD.

12th Floor, Building No 9  
Tower A, DLF Cyber City  
DLF Phase III, Gurgaon 122002  
Haryana, India  
Tel: 0124-4555444, Fax: 0124-4555333  
Email ID: communications@daikinindia.com

### Sales & service offices

#### Ahmedabad

Tel: 079-26583013-14, 32988465

#### Bengaluru

Tel: 080-25590452-54

#### Chandigarh

Tel: 0172-5089862-64

#### Chennai

Tel: 044-24314210-15

#### Delhi NCR

Tel: 0124-4555444

#### Hyderabad

Tel: 040-32971231

#### Jaipur

Tel: 0141-2223215, 2225569

#### Kolkata

Tel: 033-22894259/60

#### Lucknow

Tel: 0522-2787307/340/291

#### Mumbai

Tel: 022-30926666

#### Pune

Tel: 020-25560601



## Cool, calm and collected

The character of Pichonkun represents 'morning fresh' dew drops, akin to Daikin air conditioners. The character first appeared in a TV commercial aired in Japan, to highlight the humid-control feature of Daikin air conditioners. It's comforting and friendly appearance was instantly appreciated by all. Named after the refreshing sound produced by the falling of a water droplet, Pichonkun portrays a world of calm and peace for consumers.



### Service call centre

**TOLL FREE**

1800-102-9300, 1800-22-9300

cs@daikinindia.com

Visit us at [www.daikinindia.com](http://www.daikinindia.com)