

Daikin aims to contribute to energy conservation via innovative products

Daikin is committed to decarbonising its cooling solutions in order to drive the growth of green industries, green jobs, green skills, green entrepreneurs, and green solutions. It is, therefore, essential to develop a sound, data-driven analytical framework and assess the implications of green growth for India. India's development goal is to deliver sustainable prosperity to its people so that they may lead peaceful, fulfilling lives in a clean and green environment. Achieving this goal requires that the Indian economy be simultaneously transformed to proactively adopt green choices.

In this context, net zero refers to achieving a balance between the amount of greenhouse gas emissions produced and the amount removed from the atmosphere. According to KJ Jawa, Chairman and Managing Director, Daikin India, "The green construction sector in India currently lacks the funding to pay for construction as well as the technical expertise to execute projects. These remain the biggest barriers to building green and require an entrepreneurial regulatory approach. In short, India's growth has to be green. Also it is important to mention, that India's GDP is projected to rise by \$406 billion by 2050. Additionally, more than 43 million jobs will be created as Asia's third-largest economy leaps towards a net zero target."

Daikin estimates that a major percentage of the buildings required by 2030 are yet to be constructed in India. If India were to embrace the concept of green buildings to meet

this huge demand, it would be a win-win for the environment and the economy. The green buildings market in India is currently at a nascent stage of development, with a negligible share of buildings being classified as green. While this might come across as a challenge, the development of green buildings does open up a wide array of opportunities for Daikin India.

Air conditioners (ACs) have become a key part of the infrastructure that supports society because they have ushered in changes in the indoor environment in hot regions. Not only do they help to prevent heat stroke but they also improve people's health by improving air quality and thus bring about economic development by improving labour efficiency. With economic development on the upturn by 2050, the demand for air conditioning is expected to triple from its current rate. Consequently,

Daikin's social mission is to mitigate the impact of global warming wherever possible while providing a comfortable air environment to people around the world. Under Daikin's Environmental Vision 2050, the organisation is tackling the challenges associated with the reduction of greenhouse gas emissions to net zero. Daikin aims to reduce the world's greenhouse gas emissions through the development and spread of products and services that contribute to energy conservation and the mitigation of global warming.

Daikin's recently launched range of split room air conditioners boast future-ready technologies that empower customers to manage the

quality of air conditioning across their premises. Daikin's research indicates a heavy customer emphasis on air quality and health, so the company has now extended its patented Steamer Discharge technology to its 4-star air conditioner segment, in addition to offering an upgrade to products with Wifi. The organisation's commitment to deliver goodness in the air via product innovations continues with their Dew Clean technology that enables indoor units (IDU) to self-clean with atmospheric water thereby ensuring hygienic and efficient operations. With this new 2022 range, Daikin took a leadership position in launching air conditioners according to new star ratings six months before the implementation date of July 1, 2022.

In April this year, Daikin in collaboration with Nikken Sekkei Ltd., emerged one of the two winners of the Global Cooling Prize (GCP), an international innovation competition aimed at developing super-efficient and environment-friendly residential cooling solutions. In line with the Daikin's aspiration to achieve net zero carbon dioxide emissions by 2050, the local subsidiary is currently working on developing climate-friendly air conditioners for India as well as for the global market.



“At Daikin we have a vision for Make in India products that are designed to serve the needs of every Indian. With ACs, now becoming a necessity, there was a need for a radical change in product innovation and standards in order to serve emerging consumer aspirations. The new range of Daikin AC's will empower the growing Indian population to upgrade from outdated and older technologies without any impact of high energy consumption charges

KJ Jawa

Chairman & Managing Director, Daikin India

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DAIKIN

DAIKIN NEW RANGE FEATURES

- 15% more power efficient
- Dew Clean technology for clog-free operation
- Steamer Discharge technology for air quality
- Triple IDU display for monitoring
- Wifi options available for convenient handling
- Low-cost heat pump for hot and cold operation



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