

We are perfectly poised to support India's development programmes

ThyssenKrupp Elevator as part of its contribution to the 'Make in India' initiative aimed at promoting domestic manufacturing, has announced the setting up of a state-of-the-art multipurpose manufacturing plant in the Chakan Industrial Area of Pune with an investment of €44 million. **BHARAT VISHNANI, MANAGING DIRECTOR, THYSSENKRUPP ELEVATOR (INDIA) PVT LTD** took on queries from **SHRIKANT RAO** on the role his organisation's expects to play in urban transportation space.

Give us an understanding of the approach of your company to the Indian government's programmes like Industrial Corridor and Smart Cities?

We at ThyssenKrupp Elevator firmly believe that development oriented programs like the Industrial Corridor and 100 Smart Cities are harbingers of growth and development. With the government focused on building 100 Smart Cities, including new housing complexes, airports, malls, railway stations, and harbours, we are expecting to see a significant increase in demand for mobility solutions in India and yes, elevators do play an important part in this. Add to this the Industrial Corridor program which shall give the required impetus for a holistic and sustained growth by opening up new avenues and opportunities. Through our expertise in smart mobility products, wide operational

strength and long-standing presence in India, ThyssenKrupp is perfectly poised to support this programme, and we look forward to supporting this future-oriented initiative of the government.

What is your experience globally in terms of contributing to the making of Smart Cities?

On a global scale, we do see Smart Cities as the way of the future and ThyssenKrupp has the requisite solutions to strongly support such initiatives. ThyssenKrupp has also been involved in Smart Cities in China and other parts of the globe. This global experience within the organisation shall come in good stead and help us contribute better in the making of Smart Cities in India. While we do understand that there are additional factors to be taken into consideration in developing the cities of emerging economies such as India, nevertheless, as ThyssenKrupp Elevator, our aim is to always find suitable solutions for Smart Cities of the future.

Could you spell out the contours of ThyssenKrupp's contribution to the 'Make-in-India' campaign? What is the extent of your localisation of world-class mobility solutions?

ThyssenKrupp Elevator's new multipurpose facility (MPF) is in line with the Indian

government's initiative to promote local manufacturing, and we are confident that it will make a significant contribution to this endeavour. The Indian elevator market is of immense importance to ThyssenKrupp. The consistent growth of India's realty sector has been gaining attention worldwide and ThyssenKrupp is perfectly poised to support this market growth. The decision to develop a state-of-the-art manufacturing facility of global standards is a step forward in that direction. With this manufacturing facility's phase-I up and running by the mid of 2017, we expect to use local expertise and resources in a major way. Our product portfolio includes passenger and freight elevators, escalators and moving walks, passenger boarding bridges for airports, stair and platform lifts as well as tailored service solutions.

Tell us about the extent of localisation from this facility and the capacities being built?

With the completion of the new facility in 2017 we are looking to achieve 95 per cent manufacturing localisation in the country in the next 3-4 years. The facility's initial capacity of 6,000 units per year will be extended to 10,000 units per year in FY 2019-20. In addition, the ThyssenKrupp Elevator will establish a SEED Campus or



training academy on site to improve service efficiency in the field. The company will also transition key departments such as contract engineering from Mumbai to Pune with the intention of localising the workforce and building on local talent.

What is your assessment of the size of the vertical mobility solutions market in India and where does ThyssenKrupp stand vis a vis its competitors? Which are the areas of infrastructure where you see demand for your products?

India is currently the fastest growing elevator market in the world. Growing at 11.2 per cent each year (CAGR), its total market size stood at approximately 58,000 units in FY 2013-14. From a market value of €1.36 billion in 2013, it is expected to reach €2.57 billion in 2019. This momentum is largely fuelled by rapid urbanisation and the resulting new constructions. At the moment, ThyssenKrupp Elevator expects this growth to continue along with the local demand for mobility solutions. ThyssenKrupp Elevator India is amongst the top five elevator companies operating in the country and had a market share of roughly 5 per cent in FY 2013-2014. The company plans to improve this figure by 3.5 per cent, and bring its market share to 8.5 per cent in FY 2018-2019.

Tell us of your products and solutions that will be employed in the key infrastructure development projects?

Whether it is a new installation, modernisation or carrying out routine maintenance, ThyssenKrupp Elevator (India) is committed to delivering professional, dependable and timely responses to customer requests at all times. The portfolio includes passenger and freight elevators, escalators and moving walks, passenger boarding bridges, stair and platform lifts as well as tailored service solutions for all products. ThyssenKrupp Elevator has a basket of offerings that are best suited for any application. We have the products that match up to the best in the industry in terms of engineering and technology. Our products include the MRL and with MR Products for the ever growth residential sector from the low, mid to high rise projects. We have special Premium High Speed Elevators that cater to the super high rise projects as well.

Commercial projects, malls and shopping complexes, hospitals and hotels are also an important project segment for us. We also have escalators, moving walks and elevators of large capacities that are tailor made for infrastructure development projects. We have some of the prestigious infrastructure projects in the country in our fold. The international airports at Delhi, Mumbai and Bengaluru are a few to name.

What are the breakthrough technologies that your company is looking to introduce in the planned developments? Tell us of your emphasis on Research and Design and the investments lined up for India products?

In recent times, the elevator has evolved from being a luxury product serving a small proportion of the urban population to a more functional and efficient means of moving the general public. Safety and energy efficiency have taken center stage. There is a growing demand for high-speed, high-capacity elevators that can carry many passengers at once, safely and comfortably, particularly in high-rise office buildings, commercial complexes, and other large-scale facilities.

We have pioneered a significant advancement in elevator technology by introducing:

- **MAX:** MAX is a game-changing predictive and pre-emptive service solution that extends remote monitoring capabilities to dramatically increase current availability levels of existing and new elevators. Utilizing the power of Microsoft Azure Internet of Things (IoT) technology, MAX makes it possible for an elevator to “tell” service technicians its real needs, including real-time identification of repairs, component replacements, and proactive system maintenance
- **ACCEL:** The unique transportation system offers high capacities and high speeds for short distances, with no waiting times for passengers and low implementation costs
- **MULTI:** MULTI is ThyssenKrupp's latest offering representing a landmark revolution in the elevator industry. MULTI requires no cables, uses a multi-level brake system and inductive power transfers between shaft and cabin
- **TWIN:** The TWIN elevator system

THYSSENKRUPP ELEVATOR INDIA PROJECTS

- ▶ Indira Gandhi International Airport, Delhi
- ▶ Kempegowda International Airport, Bengaluru
- ▶ Cochin International Airport, Cochin
- ▶ Hotel Hilton, Goa
- ▶ DLF, The Primus, Gurgaon
- ▶ The Walk by Hiranandani, Thane
- ▶ Pioneer High Street, Gurgaon

consists of two cabs that operate in the same shaft independent of each other. Both cabs operate under the same intelligent group control system and are equipped with an innovative quadruple redundancy safety system

Tell us of ThyssenKrupp's emphasis on safety in its products and the key features that enhance passenger comfort, safety and security? How important is it for India to bring down the rate of accidents in vertical transport?

Health and safety is one of ThyssenKrupp Elevator's cornerstones in its strategy for success, and our constant target is to have zero accidents in the field as well as in our manufacturing processes. We employ stringent safety guidelines and a systematic accident investigation procedure is in place, including the investigation of near miss incidents. All our employees are trained on safety parameters regularly and safety drills are conducted at customer sites to sensitize and educate them on safety measures. Similarly, our products have a host of safety features that are in-built in the product to ensure a safe ride in the elevator.

From a company perspective what are the challenges of operating in India? India is a price sensitive market – what is your strategy to push your products?

As a company, ThyssenKrupp Elevator aims to be on the forefront of providing innovative mobility solutions, and has consistently distinguished itself in providing such solutions that are tailored for rapidly developing urban areas. As such, India is an important market for us. ThyssenKrupp Elevator is especially focused on localising its products and services, and has proven, long-lasting experience in India, where it has been operating in various forms for more than 150 years. ♦