

Toshiba Corporation
Toshiba India Private Limited

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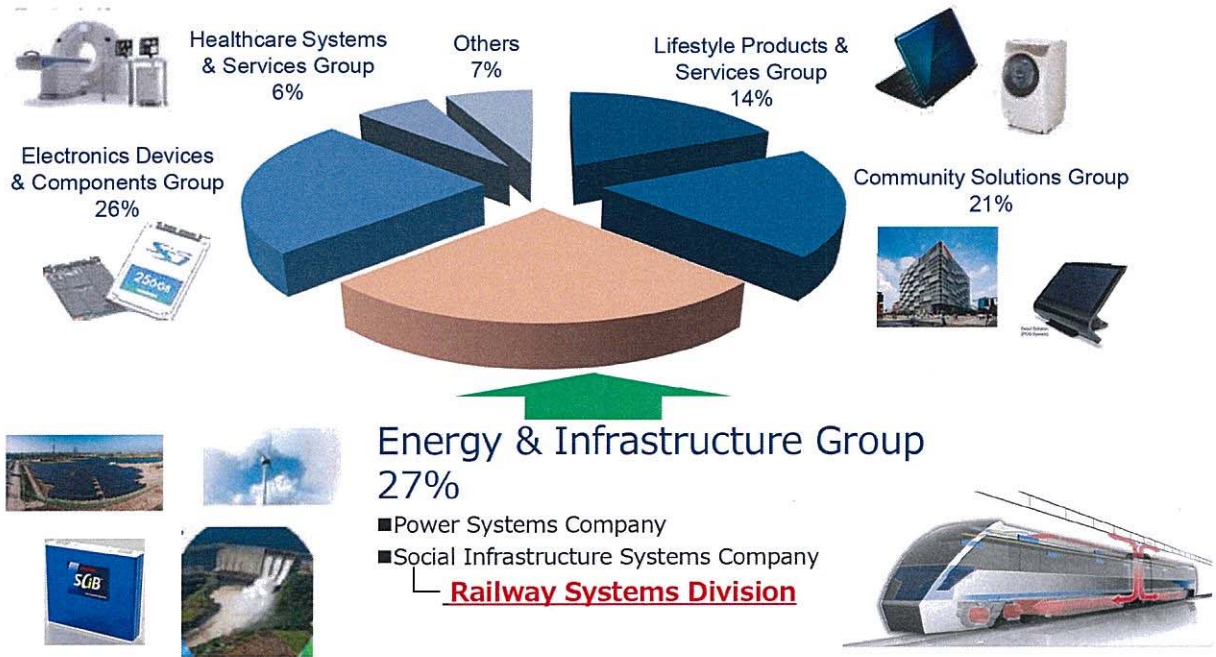
1. Basic Corporate Data and Toshiba's Railway Business

Basic Corporate Data

- President and CEO: Masashi Muromachi
- Founded : July 1875
- Headquarters: Tokyo, Japan
- Employees: 200,260
- Stock Exchange Listings: Japan: (Tokyo and Nagoya)
- Global Network: Group Companies 598



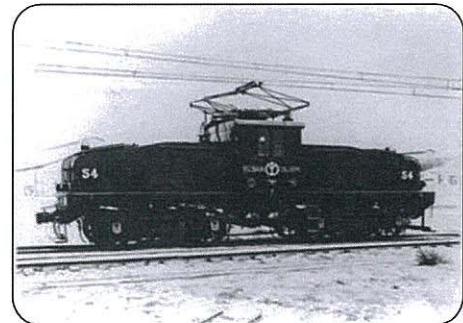
Social Infrastructure Systems Company is positioned as a leading division in Toshiba entire group.



Toshiba's Railway Business

1) History:

Since 1899, first starting to manufacture the main motors for rolling stock, TOSHIBA has pursued its railway business, while striving for successive technological innovations.



Toshiba's efforts throughout its history to enhance the railway system advantages such as safety, efficiency, and convenience, have enabled the development of electric equipment for rolling stock, locomotives, traction power supply systems and train traffic management systems.

In response to growing social demands in recent years to preserve the global environment, including saving energy and reducing CO₂ emissions, the high environmental friendliness of railways has been reaffirmed, sparking growing expectations.

Toshiba's Railway Business

2) Core Competency:

Development, design, integration and services for;

- Vehicle Systems

(Propulsion Systems, Train Information Systems/Train Safety Systems, Auxiliary Power Supply Systems, Air Conditioning Systems and Locomotives)

- Power Supply Systems

- Information Systems

3) Major Customers:

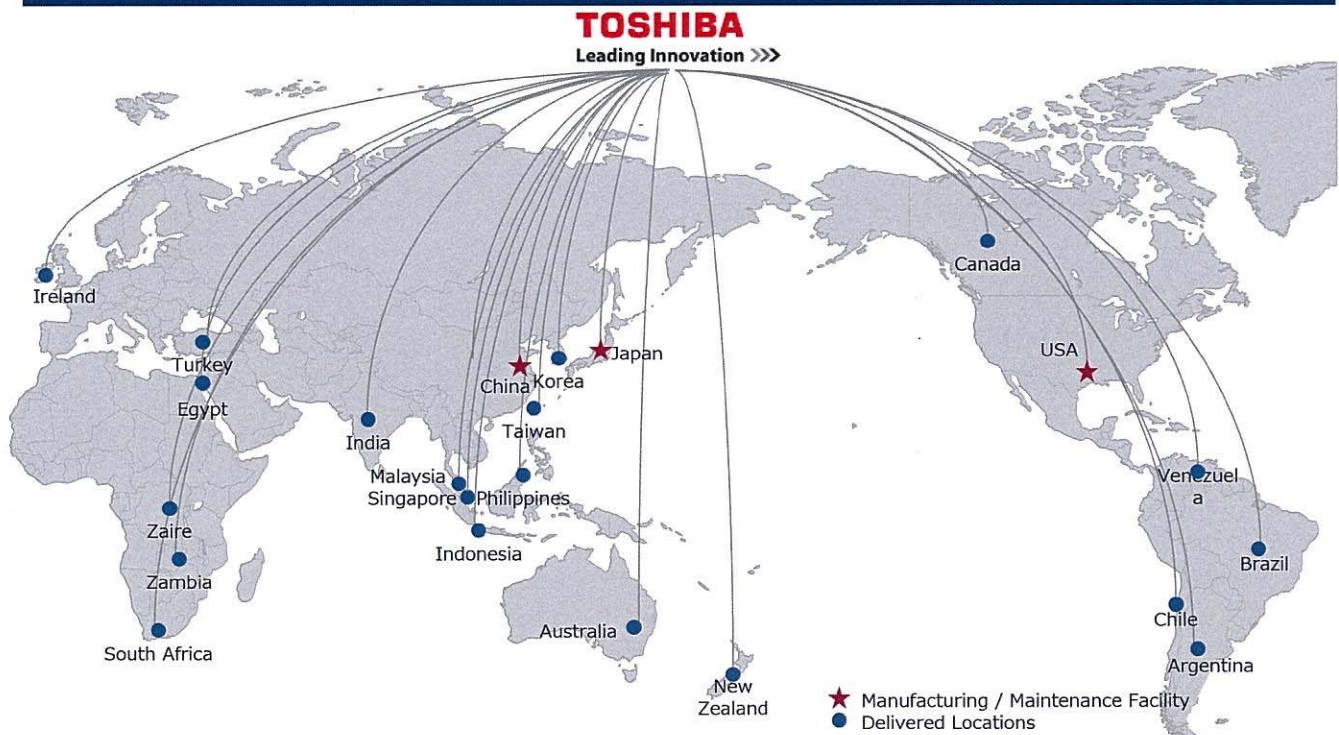
- Domestic Market:

Japan Railways, major municipal railways, major private railways

- Overseas Market: India, USA, Canada, Korea, China, Taiwan, Hong Kong, Philippine, Malaysia, Singapore, Indonesia, Turkey, Egypt, South Africa, EU, Ireland, Canada, Mexico, Venezuela, Brazil, Argentina, etc.

Toshiba's Railway Business – Global Market

Excellent track records in global railway business



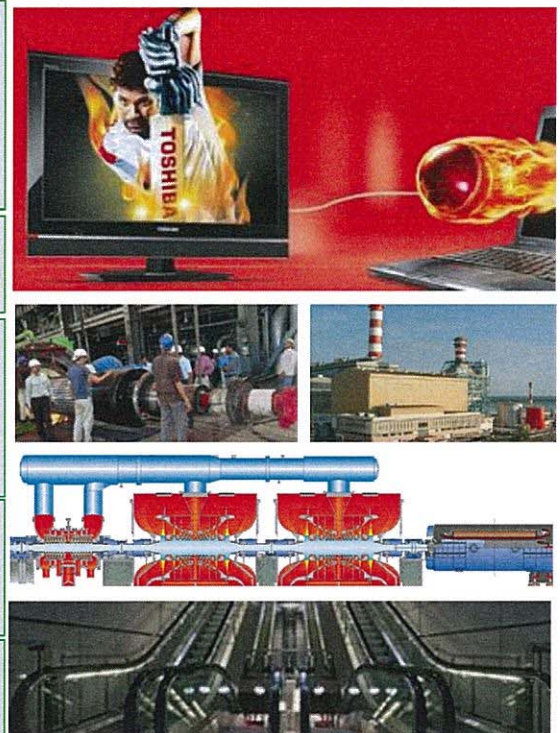
2. Toshiba in India



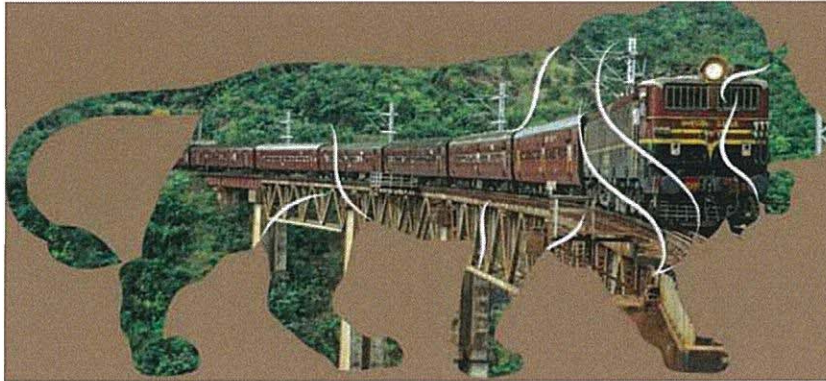
Toshiba in India

Entire Toshiba group has shown a strong presence in India.

<p>Delhi</p> <ul style="list-style-type: none"> > Toshiba India Pvt Ltd. Products: Laptop Computers, Audio Visual Products, Home Appliances, Office Automation, etc. > Toshiba Logistics India Pvt Ltd. > UEM India Pvt Ltd. Engineering & Services : water treatment business
<p>Bangalore</p> <ul style="list-style-type: none"> > Toshiba Software India Pvt Ltd. Services: Audio & Video Application, Graphics, etc.
<p>Hyderabad</p> <ul style="list-style-type: none"> > Toshiba Transmission & Distribution Systems India Pvt Ltd. Products: Transformers, . > TPSC India Pvt Ltd. Services: Thermal Power Plants, Combined Cycle Power Plants, Hydero Electric Power Plant, etc.
<p>Chennai</p> <ul style="list-style-type: none"> > Toshiba JSW Power Systems Pvt Ltd. Products: Steam Turbine and Auxiliaries, Generators and Electrical Systems, etc.
<p>Mumbai</p> <ul style="list-style-type: none"> > Toshiba Johnson Elevator India Pvt Ltd. Products: Elevators, Industrial Elevators , Escalators, etc.



3. Toshiba's Approach to "Make in India"



- Investment in Manufacturing
- Enhance Skill development
- Helping create world class infrastructure
- Economic stimulation

Toshiba's Approach to "Make in India"

Key Elements to Success

1. Global Experiences – USA, China, South Africa

2. Initiatives in India –

- ❖ Sales, Marketing and Business Development
- ❖ Sourcing
- ❖ Project Execution through localization.
- ❖ Manufacturing
- ❖ Further Studies .

Toshiba's Approach to "Make in India"

Global Experience

USA

- Established in 1967
- Utilizing the existing plant for industrial motors, UPS, switchgears, the production of propulsion inverter, traction motor, CAMS and APU for railway system has implemented.

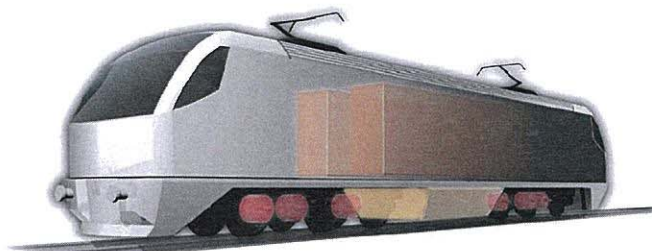


Toshiba's Approach to "Make in India"

Global Experience

China

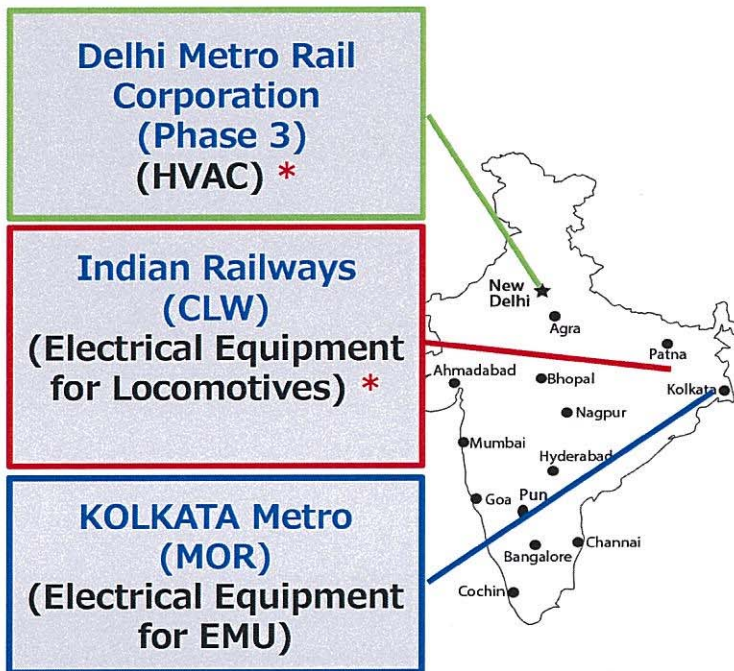
- Establishment of manufacturing facility in Dalian with local partner.
- Expanding local procurement and creating long term employment through manufacturing electrical equipment for 2,000 Electrical Locomotives or more since 2002.
- Cultivating local workers and engineers through Technology Transfer



Toshiba's Approach to "Make in India"

Initiatives in India

3. Project Execution with Localization work*



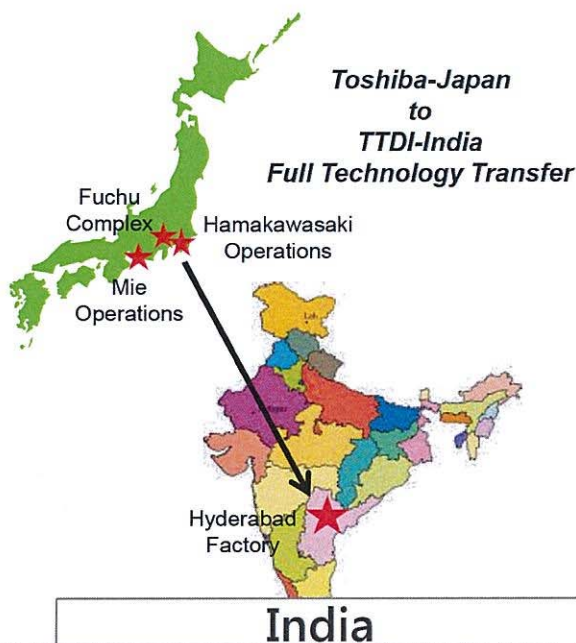
Toshiba has secured projects in India requiring localization. Toshiba now adapting to the Indian market and helping create best in class infrastructure by delivering on following –

- Technical requirements
- Market specialties
- Uniqueness in usage
- Service requirements

Toshiba's Approach to "Make in India"

Initiatives in India

4. Manufacturing in India for power supply systems



- Establishment Toshiba Transmission & Distribution India Pvt. Ltd. in Hyderabad, India, manufacturing base for global supply of **Small Power, Medium Power & Distribution Transformers, EHV & UHV Power Transformers and Switchgear** products.
- Local manufacturing of proven Japanese technology through full technology transfer leading to creation of local employment.
- Kaizen System is being implemented in all areas for continuous improvement in productivity, quality, better safety, faster delivery, lower cost & greater customer satisfaction.

Toshiba's Approach to "Make in India"

Initiatives in India

5. Further Studies

- **Market growth and Sustainability**
 - Many demands and opportunities – High Speed corridors, Metros etc.
- **Economic rationality**
 - Investment in new facility ?
 - Utilizing the existing facility with new machinery ?
 - Alliance with a local company ?
 - Start as service provider ?
- **How to fit ourselves into Indian markets**
 - Indianized design
 - Down-stream supplier development
 - Technology transfer to local staff/workers

Toshiba's Approach to "Make in India"

Toshiba will contribute Make in India

1. Ready to take action for Make in India

Toshiba will reinforce Indian market as one of attractive manufacturing hub through a stepwise indigenization of secured projects.

2. Activation of the local society

Toshiba will contribute to India through employment and capital investment with the long-term vision.

3. Transfer of Technology

Technical know-how accumulated over 100 years of Toshiba will contribute the buildup of local supply chain.

Toshiba is exhibiting at IREE 2015!

For more detailed information, please visit our booth !!

Hall 7
Booth 7B03

