



India

India and Japan: A strategic global partnership

Leadership insights on the strengthening of relations between India and Japan:

“Japan and India are global partners, sharing a vision for a peaceful, stable and prosperous region, as exemplified by a free and open Indo-Pacific,” said Ambassador of Japan to India Kenji Hiramatsu.

“In 1958, India became the first recipient country of Japanese official development assistance (ODA). We have financed 291 ODA projects in India since 1958 and in the last fiscal year 2018 we



Kenji Hiramatsu, Japanese Ambassador to India

have committed approximately ₹500 billion for ongoing and future ODA projects all across the country,” said Chief Representative of the Japan International Cooperation Agency India Matsumoto Katsuo.

“Based on our efforts to work hard together to deepen the trust between Japan and India, we would like to continuously endeavor and try our best for the bright future and success for all Japanese companies in India,” said President of the Japan Chamber of Commerce and In-

dustry in India Yoji Taguchi.

“India is host to a number of ideal accommodation possibilities; Sofitel Mumbai BKC being a prime destination. Located in Bandra Kurla Complex, it is distinguished by a unique four-dimensional experience — embracing and honoring local art and culture, showcasing the finest in authentic and lively cuisines, a dedication to indulgent wellness, and a never-ending appreciation for contemporary chic

design. It is where buoyant business meets an elegant lifestyle for a rejuvenating experience,” said Sofitel BKC General Manager Vikas Kapa.

“India and Japan share a strong bond on several fronts including (the) economic, social, cultural as well as political. We are committed to further strengthening the bilateral ties between India and Japan,” said Maruti Suzuki India Managing Director and CEO Kenichi Ayukawa.

READ THE FULL ARTICLE AT: www.synergymediaspecialists.com/ji-ind2019-banner-story

Kobelco contributes to India's growth story

Since its establishment in 2006, Kobelco Construction Equipment India Pvt. Ltd. (KCEI), has grown an extensive network of authorized dealers with more than 100 service points across India and the surrounding markets of Nepal and Bangladesh.

In 2011, KCEI set up its production facility in the Satyavedu Reserve Infracity Pvt. Ltd. (also known as Sri City), a special economic zone in Andhra Pradesh, just 75 kilometers north of Chennai. It was the very first Japanese company in Sri City and its success encouraged many other Japanese companies to locate there as well.

KCEI supplies construction machinery such as excavators and cranes that are known for their more efficient fuel consumption and durability. Owing to the synergy of engines and efficient hydraulic systems, Kobelco's excavators could save about 10 to 15 percent of diesel per hour when compared to



Vikram Sharma, Adviser and former Managing Director and Koji Nakagawa, Managing Director and CEO of KCEI

those of their competitors, making them more eco-friendly.

“In the beginning, our production capacity was four to six machines a day and in the first year we produced only 500 machines,” said KCEI adviser and former Managing Director Vikram Sharma.

KCEI produced more than 2,000 machines last year and its production continues to grow to meet the strong demand from India's road and mining sectors.

“We recently completed our third expansion, raising our production capacity to 12 machines a day. We are still considering further increasing our production capacity, in accordance with the growth of the Indian market,” said Sharma.

The Indian market for excavators has been growing around 20 percent year on year for the last four years. This robust growth is expected to continue as India's construction equipment market

is projected to have a compound annual growth rate of 10 percent over the next five years.

Aligned with its vision of “delivering true value to society,” KCEI, together with the Indian Construction Equipment Manufacturers Association, have been driving initiatives to improve the safety and emission norms in India.

KCEI is also one of the Japanese companies collaborating with the Indian government to establish the Japan-India Institute for Manufacturing (JIM) in Sri City. The JIM program is a collaborative effort aimed at

increasing the pool of skilled workers to support the growth of India's manufacturing industry.

“India is one of the fastest-growing markets for Kobelco worldwide and we are committed to being a partner of choice in constructing India's bright future,” said KCEI Managing Director and CEO Koji Nakagawa.

www.kobelco-in.com



Kobelco factory in Sri City, Andhra Pradesh

Tatsuno India: Fueling the 'Make in India' initiative

It has been 100 years since Tatsuno developed the very first gasoline dispenser in Japan and the company has grown to provide innovative fueling solutions to customers all over the world.

Among the world's three largest companies offering products and solutions to the retail petroleum industry, Tatsuno Corp. Japan, a third-generation family-owned business, is present in about 50 countries and employs around 2,000 people located across 10 operating units. Tatsuno's international marketing focus is on the wide-ranging needs and convenience of customers, especially major oil companies worldwide.

Tatsuno's operations in India started small 10 years ago. Today, it offers a wide variety of equip-



Tatsuno Corp. Japan is among the world's three largest companies offering products and solutions to the retail petroleum industry.

ment and integrated solutions necessary to ensure the qual-

ity of fuels, and guarantee safety and convenience at gas stations across India.

In 2012, Tatsuno India commissioned its state-of-the-art manufacturing facility for the production of petrol and diesel dispensers in addition to other related equipment. The facility is Tatsuno's largest investment outside Japan and reflects its commitment to the ambitious “Make in India” initiative of Prime Minister Narendra Modi, according to Arup Chatterjee, Managing Director of Tatsuno India.

“Tatsuno is a research and development-driven company with close to 2,500 patents and registered designs. Our products are renowned for their durability and consistent performance, and our technology sets us apart from

the competition. Our tamper-proof products have now been proven to be the most secure in India and we are encouraged that our customers and Indian society see the value we deliver,” said Chatterjee.

Recently, Tatsuno has also begun designing more price-competitive products in India by utilizing cutting-edge technology from Japan, which is adapted to the local market. Prestigious clients in India include the National Oil Company (NOC), Shell and Reliance Industries.

In 2013, Reliance Industries invited Tatsuno India to explore opportunities in East Africa. Since then, Tatsuno has grown its business in the region and this year began operations in Nigeria. Tatsuno also supplies dispens-

ers for clean fuels such as liquefied petroleum gas, compressed natural gas and liquefied natural gas; it is also currently working on introducing hydrogen dispensers to the Indian market.

“As a family-owned global business, we are flexible and can move faster than large conglomerates,” said Chatterjee. “While we take small steps, each step allows us to grow in a sustainable manner. Our goal is to continue to grow with the market and be involved in every sphere of automobile fueling in India while developing the brand in Africa.”

www.tatsuno-corporation.com/en/



synergyspotlight

Agribazaar: India's Alibaba of agriculture



Amith Agarwal, Co-founder and Chief Executive Officer of Agribazaar

“In an effort to tackle challenges within the country's agriculture sector we built Agribazaar, an agri-tech platform which gives farmers access to multiple buyers across India,” said Amith Agarwal, co-founder and chief executive officer of Agribazaar. “The platform serves the needs of all stakeholders in the farm-to-fork value-chain.”

In only two years, Agribazaar has facilitated US\$1.2 billion worth of transactions making it India's largest online agri-trading marketplace.

Technology plays a key role in Agribazaar's success. The company employs more than one hundred information technology professionals. Advanced solutions are offered such crop monitoring, image-based testing, A.I.-based satellite-imaging for crop yield estimations, weather tracking and soil moisture detection.

Agribazaar currently connects approximately 10,000 traders and processors with its network of 200,000 farmers across India.

“We want to bring over one hundred million farmers into the digital marketplace in the next three to five years and gradually increase the number of traders using our platform to sixty million,” says Agarwal.

“We aim to become a global platform for the betterment of the farming community and are looking for long-term investors and innovation partners to grow with us.”

www.agribazaar.com | reachus@agribazaar.com



Sofitel Mumbai BKC: The careful balance between French and Indian cultures

Sofitel Hotels & Resorts is a French luxury Hospitality Brand, with over 120 five-star deluxe hotels over the world, including star-studded cities like New York City, London, Paris, Rome, Shanghai, Beijing, Los Angeles and more.

Sofitel is known for its exclusivity, splendid design and pampering service, and with its entry into India, it introduces the connoisseurs of Mumbai to classic French luxury and hospitality. Strategically located in the central business district of the city, Sofitel Mumbai BKC is designed specifically for the global traveler, offering multifaceted experiences in cuisine, entertainment and relaxation.

With 302 rooms and suites, the Club Millésime Business Lounge, lavish venues that accommodate every genre of event — from intimate gatherings to conferences and weddings, as well as the edition of Sofitel Mumbai BKC's signature So SPA, So FIT, Salon and a serene open-air pool, make this luxury hotel a haven for both business and leisure travelers.

The culinary artists at Sofitel Mumbai BKC pay tribute to the world of Gastronomy and Wine by combining diverse flavors and textures to create the art of ‘Bon Gôû’, with five innovative dining options serving culinary delights from around the world. The elegant French luxury hotel presents to its guests 4 decadent restaurants to indulge at Sofitel Mumbai BKC's all-day dining, Pondichery Café offers guests a relaxed, epicurean extravaganza with its extensive multi-cuisine buffet and well-lit open spaces that add to the glowing atmosphere.

Artisan: Epicierie, Pâtisserie, Chocolaterie; is an outlet for those looking for an informal French meal amidst charming recreated French interiors.

Tuskers: Vegetarian Dining Bar A specialty restaurant for the selective vegetarian eaters is the only 5-star restaurant in India with a separate vegetarian kitchen wherein the food is prepared by an Indian Maharaj.

Sofitel Mumbai BKC's award winning signature



Sofitel Mumbai BKC

outlet, Jyran Tandoor Dining & Lounge, features the cuisine of the poets and warriors as it serves delicious Northwest Indian Frontier Province cuisine that are meticulously paired with fine Gin spirits, as the outlet is home to Mumbai's only Gin Bar.

Le Bar Diamantaire: This lobby bar, with its stunning design provides the perfect venue to savour delectable light bites with a refreshing drink. The lounge sports a majestic floor-to-ceiling unique Wine Tower that hosts over 800 bottles of exquisite wines.

All the spaces in Sofitel Mumbai BKC are designed to provide a unique experience as a home away from home, where French luxury is the essence. The careful balance between French and Indian cultures is achieved with elegance and classiness! ♦

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Improving Indian society through creative visual communication technology

Sakata Inx Corp. is ranked the third-largest ink manufacturer in Japan and worldwide. During the early '90s, Managing Director of the Indian subsidiary V.K. Seth recognized the business opportunities presented by India's fast-growing printing and packaging industries and began importing high-quality ink produced by Sakata Inx in Indonesia.

As Seth began to develop his customer base, he earned the trust of Sakata Inx and established the company's Indian subsidiary. In its early days, he operated it from his home.

Despite fierce competition, Seth grew Sakata Inx (India) Pvt. Ltd. and today heads the third-largest ink manufacturer in India with two state-of-the-art manufacturing facilities.

The company manufactures and supplies flexographic and gravure inks for the packaging industry and delivers newspaper and offset inks for use in the print media industry. The company does business in Sri Lanka, Bangladesh, Nepal, the Middle East, Africa, Eastern Europe and the Commonwealth of Independent States.

According to Seth, who is also a member of Sakata Inx's international advisory board, local research and development (R&D) started early in India.

“Headed by our Japanese engineers, our R&D activities in India lead to the development of ink technologies which suited India's extreme climate and humidity, and the wide geographical territories assigned to Sakata India for business,” said Seth.

“Today we are the leaders in quality and are committed to formulating state-of-the-art, environment-friendly ink products which deliver unsurpassed performance while minimizing environmental impact. Our customers' place great importance on solvent retention levels, food grade applications and global compliance and productivity.”

Today, Seth is focused on establishing a manufacturing facility — a wholly owned subsidiary of Sakata Inx (India) in Bangladesh — and reaching out to new markets in Africa and other territories.

SAKATA INX(INDIA) PRIVATE LIMITED



V.K. Seth, Managing Director of Sakata Inx Corp.

“Sustainable solutions and environmental stewardship have always been core values for us,” said Seth. “We will continue to work closely with our customers to address social and environmental concerns while growing our business in India and beyond. Sakata will continue to grow by remaining focused on our customers.” ♦

www.sakataindia.com

Fast-tracking the success of India's automation

Officially established independently in 2010, Yaskawa India Pvt. Ltd. has been furthering the Indian economy through automation across various sectors.

The journey first began in the 1980s with programmable logic controllers and now focuses on drives and motion control; research and development and robotics.

Through contributions to society such as its increased energy-saving abilities and freeing people from dangerous working environments and monotonous work, Yaskawa is driving sustainable and efficient business operations across the country.

“We at Yaskawa India are always thinking how can we further the country and economy through understanding how best to improve products and automate energy-saving processes,” said President and CEO of Yaskawa India Akinori Urakawa.

With sales of 2.8 billion rupees in the 2017-2018 financial year,

continued business growth and expansion is expected, with the run-off creating further job opportunities. Currently, Yaskawa has 230 employees and operates a production facility of three assembly lines in a 55,000 square foot facility in Bangalore.

“Today, our operations span the length and breadth of the country, and India remains a central hub for our future goals benefiting our operations greatly. The way to achieve this has been through quality customer and employee communication and proper fundamental business behavior,” said Urakawa.

Yaskawa's three pillars of importance are, creating a sustainable workplace, sustainable ecology and social responsibility. They push the company to be deeply involved in corporate social responsibility; the firm currently supports multiple nonprofit organizations across the country that aid the needy and disabled.

“Our local initiatives are aimed predominately at education and



Akinori Urakawa, President and CEO of Yaskawa India

the empowerment of women in the workplace. With India's growing economy and middle class, people's desires are driving the country and this will ultimately benefit everyone's livelihood,” said Urakawa. ♦

www.yaskawaindia.in

A leading contract manufacturer and a responsible member of society

Sajjan India Ltd. (Sajjan) was established in 1905 as a family-owned business. With strong international ties, the company has become one of India's leading contract manufacturers while remaining a passionate advocate for the needs of local communities.

Sajjan focuses on delivering active ingredients (agro), electronic chemicals, specialty chemicals and intermediates to customers in key industries around the world. The company's 86,000 square-meter site is located in Ankleshwar, Gujarat, in one of the country's largest chemical hubs.

“We have been doing business with Japan for three decades. Continuous process improvements and sustainable manufacturing practices have helped us to grow with our Japanese partners,” said Sajjan Chairman M. P. Aggarwal.

Sajjan has increased its productivity in recent years by implementing the Japanese management technique 5S: sort, set in

order, shine, standardize and sustain.

In the past few years, experienced and well respected representatives from the chemical industry in Japan have joined the Sajjan family. This has helped to further develop and grow business there.

“As a zero debt, privately owned export company we have ended all unsustainable production practices and products and today focus on high-quality products with reduced environmental impact,” said Aggarwal.

Sajjan has always believed in giving back to society and hence undertakes large-scale corporate social responsibility activities spanning education, health and the environment.

These initiatives include funding a new intensive care unit in Breach Candy Hospital in Mumbai, Maharashtra; establishing Agrawal Vidya Mandir school over 40 years ago in Ratlam; Madhya Pradesh which currently houses close to 1,000



M. P. Aggarwal, Chairman of Sajjan India Ltd.

underprivileged children who are sponsored by Sajjan; the department of chemical engineering at a university in Gujarat funded by Sajjan; and funding an international standard school — Sajjan Lions International Academy — in Ankleshwar, Gujarat.

“Good health and quality education contribute to the nurturing of young minds,” said Aggarwal. “The project closest to my heart is the school we built in Ratlam, the city in which I was born. We have also been awarded the Gold recognition certificate by EcoVadis putting us in the top two percent of the companies globally.”

“We carry out CSR projects to support the communities in which we work and as we continue to grow our business, we will contribute to the betterment of peoples' lives.” ♦

www.sajjan.com



Sajjan Lions International Academy in Ankleshwar, Gujarat