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Market

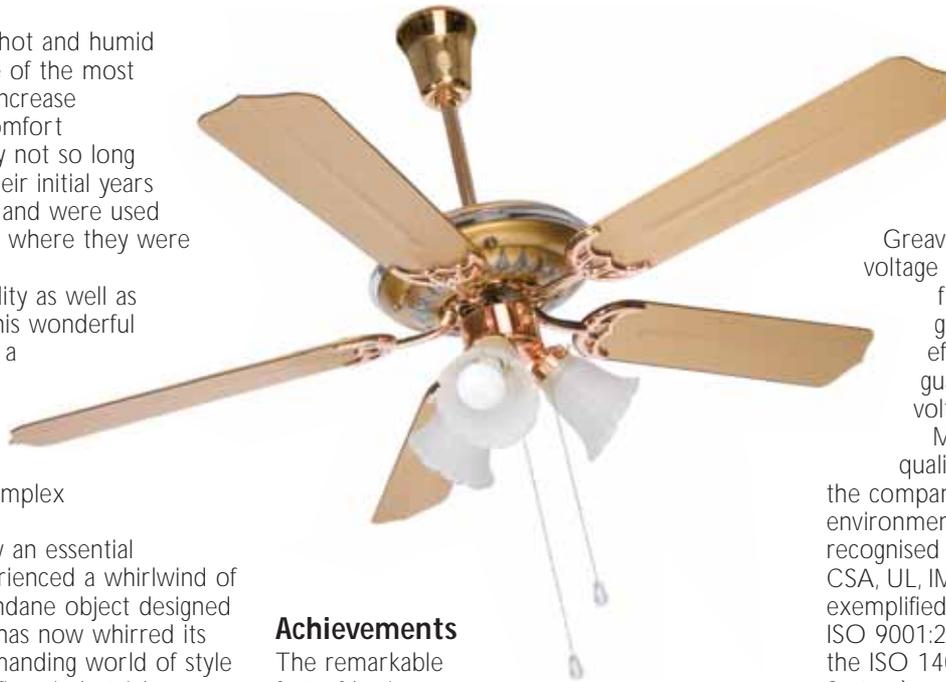
It seems bizarre that in a hot and humid country such as India, one of the most cost-effective gadgets to increase personal and collective comfort should have been a luxury not so long ago. The truth is that in their initial years fans were very expensive and were used in coalmines and factories where they were deemed necessities.

The versatility, adaptability as well as universal applicability of this wonderful machine has now created a worldwide market that cuts across income lines and uses, ranging from the basic function of blowing air to more complex sophisticated tasks.

The traditional fan, now an essential commodity, has also experienced a whirlwind of change. From being a mundane object designed to artificially agitate air, it has now whirred its way into the modern, demanding world of style and statement. Homes, offices, industrial complexes, shopping centres all sport fans of every conceivable size, shape, dimension and capability.

Some 30 million fans are sold annually in India with branded fans controlling 65% of the market. Crompton Greaves is the undisputed leader clocking annual sales exceeding 5 million units. This gives the company a 25% share in an arena that is not only ferociously competitive but also intensely demanding. The fans division has been winning the market race for over a decade. With a range for every imaginable application, its dominance is formidable and comprehensive. In the international market, the company is one of the leading exporters and has a very substantial presence in the US, Italy, South Africa, Ghana, Fiji, Singapore, Bahrain, the UAE, Sri Lanka, the UK, France, Oman and Sudan.

The company's manufacturing units are located at Bethora and Kundaim in scenic Goa, and Baddi in the mountainous state of Himachal Pradesh.



Achievements

The remarkable feat of having maintained market leadership for more than a decade is a self-evident testimonial to the company's consistency in delivering excellence.

Innovation and continuous upgrading of manufacturing processes are the company's twin hallmarks of distinction. The production methods mobilise the most up-to-date technology and best practices in the industry. These are reflected in the brands' consistent march towards peer recognition. The Crompton Greaves fans division, for example, has progressively moved from being awarded Silver in 2005 to Gold Runner-up in 2006 to Platinum – the highest award – in 2007 in the India Manufacturing Excellence Award in Large Engineering Enterprises by Frost and Sullivan. These awards have served to reinforce its credo of delivering reliability and durability and have helped create the next minimum acceptable standard for the industry.

The company believes that technology and design must go hand-in-hand. This philosophy

explains why it developed the first four-blade fan with an under-light and why, despite such intense competition, it became the first company in India to manufacture one million units under a single roof.

On the technology front Crompton Greaves developed the high speed low voltage (HSLV) fan motor to beat current fluctuations, endemic to power generation in the country. Indeed, so efficient are these that Crompton guarantees excellent output even at voltages as low as 180.

Much of the credit for this outstanding quality must be placed at the doorstep of the company's exceptional work and quality environment. The latter is supported by well-recognised international certifications such as CSA, UL, IMQ, SISIR, SLSI, CE and ROHS and is exemplified by its string of standards such as the ISO 9001:2000 (Quality Management System), the ISO 14001:2004 (Environment Management System) and ISO 18001:1999 (Occupation Health and Safety Assessment Series). In many, Crompton Greaves is the only company in the industry to be so acknowledged.

History

Philip Diehl, a German-American engineer and inventor, is credited with developing the first electrically operated ceiling fan in 1882. It wasn't, however, until the late 1920s that ceiling fans began to be mass-produced. This shift was made possible by industrial advances which allowed dyes to mould steel in different shapes. Crompton Greaves brought the electric fan to the Indian sub-continent.

The company – earlier known as Crompton Parkinson Works – manufactured its first ceiling fan in 1937 at Worli, Mumbai. It later diversified into table- pedestal- wall-mounted- exhaust- and industrial-fans. These were manufactured at Kanjur in Mumbai until the early 1980s.

With increasing urbanisation, growing sophistication and rising customer demand, Crompton expanded its manufacturing facilities

in Bethora and Kundaim and developed an additional plant at Baddi in Himachal Pradesh.

Product

Fans can be broadly divided into ceiling, table, pedestal, wall-mounted, domestic exhaust, industrial and speciality categories. As a market leader, Crompton has a major presence in all these segments. Its range of ceiling fans is the largest in India and encompasses everything from under-light and decorative fans to standard models in different colours and blade shapes. In addition, its table, pedestal and wall-mounted fans are available in both metal and plastic and form an enviable addition to the brands' product portfolio. For the industrial segment Crompton Greaves has a range of industrial heavy duty exhaust fans, air circulators and air curtains.

With its finger on the pulse of rapidly changing consumer preferences for chic and modern products, the company has also introduced models in metallic and special finish colours. These are designed especially to complement interior décor and keep pace with – often outpacing and anticipating – the aesthetic preferences of the rapidly expanding and changing customer base.

Recent Developments

Over the decades, Crompton fans have been synonymous with eminence and dependability. To maintain this distinction Crompton Greaves



customer satisfaction. The company is working towards achieving the sixth level which entails

bringing defects down to 3.4 parts per million opportunities. It is a matter of record that Crompton Greaves is the only company in the Indian fan industry to run such a programme.

Promotion

It is believed in the advertising world that ultimately a product will sell on its own merit – thus underlining the significant role of word-of-mouth. This adage is best illustrated in the positive feedback Crompton fans generate from satisfied customers. In many pockets of the country, the brand has almost become generic to fans.

To ensure that the customer is effectively updated on new product developments, the company has identified the sales counter as its first point of contact. Crompton provides product information leaflets and catalogues at all these locations, besides also dynamically

visibility platforms to promote its wares on a large scale.

In the Hannover and the Dubai Electricity Fairs, Crompton Greaves stalls with banners, display logos, glossy handbooks are must-visit destinations. At these fairs the company sends out a powerful message: it can compete with any world-class company and benchmark its products and technologies with the best in the business.

Brand Values

When a customer thinks of a fan the chances are that the name most top of mind is Crompton. This is the real power of this fine brand, recognised and validated, time and again, by Indian consumer studies.

Over the years, the powerful brand recall – the identity of fans with Crompton – has impacted not only dealers but also consumers. Crompton fans signify and embody trust, unimpeachable quality, reliability and a sense of belonging. The brand has been generational in character, like a family that has grown up with, inspiring and been inspired by its customers. The brand has never fallen behind trends; it has led them. The legacy of the fan that keeps working from year to year is the special bonding it has forged with its customers – a tie that has only grown stronger with time.

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displaying its range banners. Channel partners are trained and armed to handle every conceivable query on models, performance, maintenance, utility and value-for-price considerations. Sales promotion drives at the regional level ensure that Crompton fans can be seen on high-visibility locations such as front-lit hoardings, gantries, bus and metro panels, road shows and mobile vans.

The brand advertises regularly in the print and electronic media at the national as well as regional levels. It actively seeks to be seen in places of mass interest. Thus, the sports section of national dailies carried sustained advertising for Crompton fans during the first round of the IPL cricket series.

Crompton Greaves is notably present at most national exhibitions for electrical goods. Prominent amongst these are Elecrama and Gridtech which provide the company high-

strives to produce better fans every day. Its most recent high-profile initiative is the conscientious design and implementation of a Six Sigma initiative.

Six Sigma is a practice designed to improve manufacturing processes and reduce production defects leading to a measurable improvement in

Things you didn't know about Crompton Greaves Fans

- Crompton fans are exported to the US, the UK, Australia, Italy, France, Spain, Greece, Lebanon, Singapore, the UAE, Oman, South Africa, Canada, Sri Lanka and several countries in Africa
- The fan with four blades is a Crompton innovation
- Crompton is the only company to manufacture integral decorative fans in vibrant, metallic colours
- The brushless direct-current driven fan for the Indian Railways is manufactured and supplied by Crompton
- In keeping with changing preferences Crompton developed the copper-brown ceiling fans.
- In 1989, Crompton Greaves became the only company in the fan industry to manufacture one million fans under a single roof in India