

ICRIER Seminar, 18 March 2009
Japanese FDI in India: Experiences and
Lessons

A Presentation by Kensaku Konishi
Canon India Pvt. Ltd.

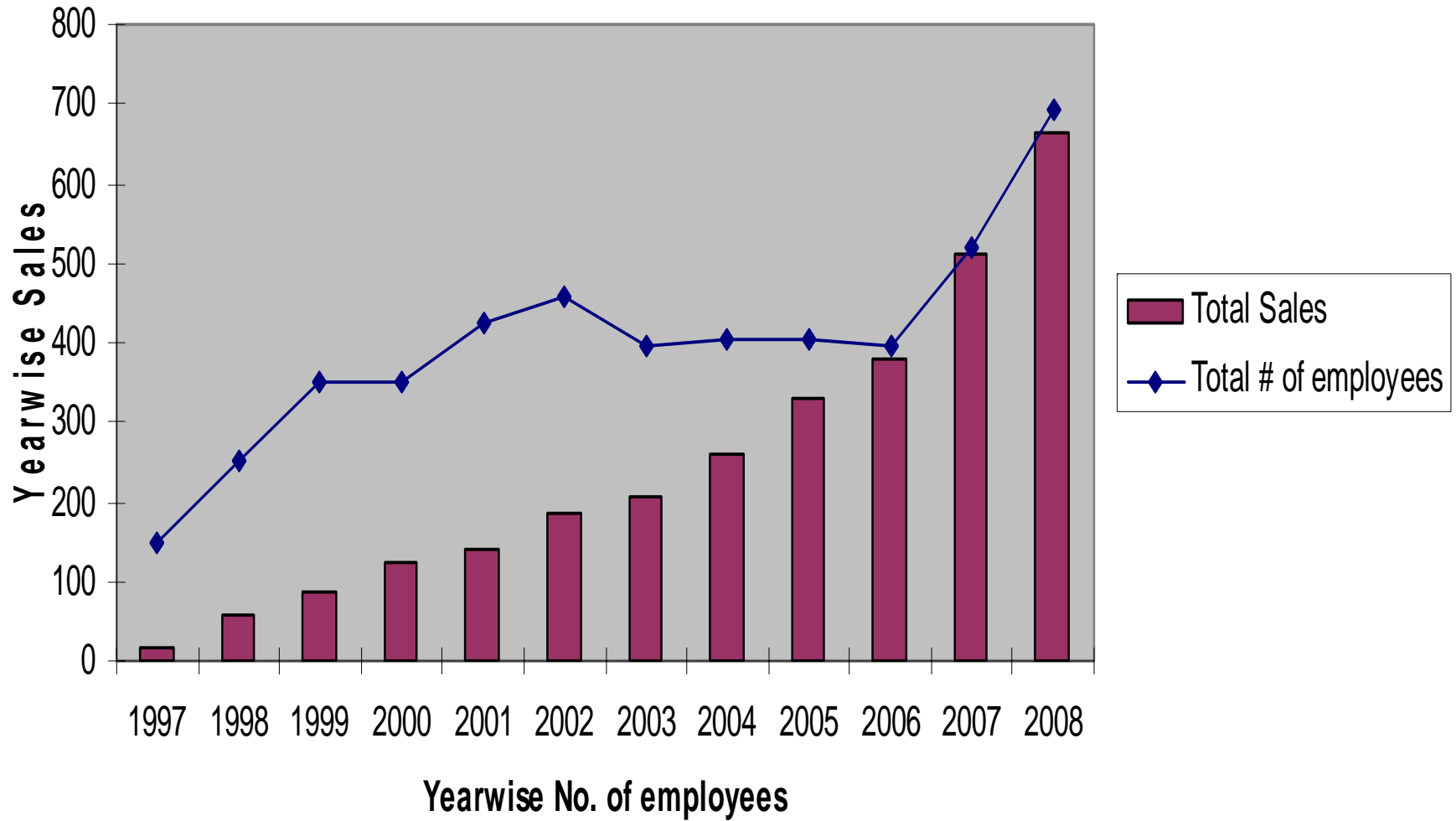
Canon consolidation in 2008

Sales 4.094 Billion Yen

OP 496
(12.1%)

NPBT 309
(7.6%)

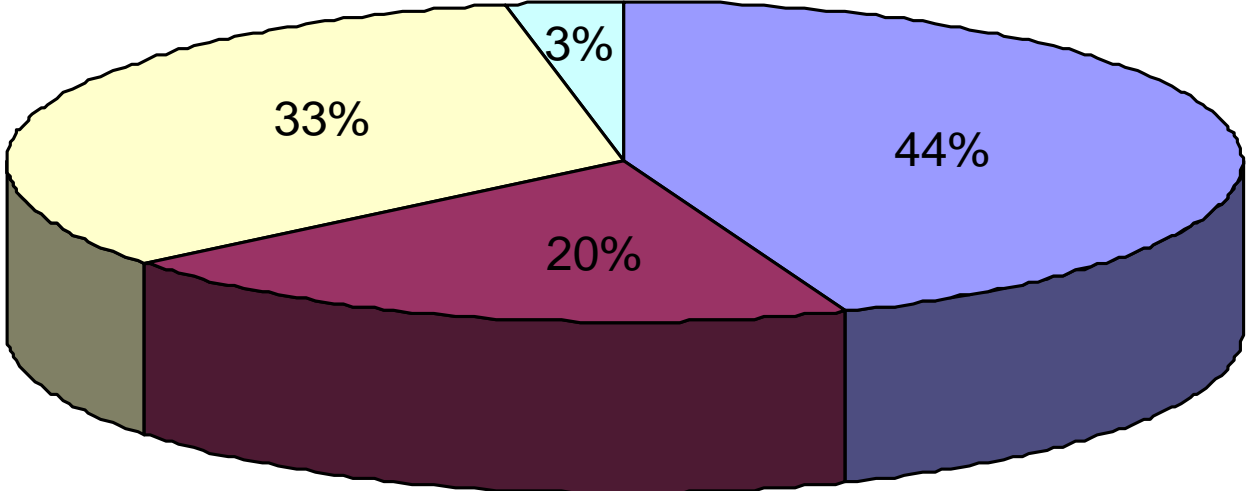
Canon India 1997-2008



Canon India Now

Sales	665 Crores
# of employees	692 (as on 31.12.08)
# of Branches	7
# of Warehouse	12
# of CPP	406
# of CEP	4,000 (approx.)

Canon India Total Sales 2008



- Copier
- Printer
- Camera
- Others

Canon India's Initiatives

Showroom



Camera Repair Center



City Campaign



CSR



Canon – Best Company to work for in India



A BT-Mercer-TNS study

Ranking	2007	2008
1	Microsoft India	Microsoft India
2	MindTree Consulting	iGate Global Solutions
3	Johnson & Johnson	HCL Infosys
4	Sapient	HSBC
5	Infosys Technologies	Marriott Hotels India
6	iGate	Godrej Consumer
7	Agilent Technologies	Max New York Life Insurance
8	HCL Comnet	Ashok Leyland
9	Accenture	Eily Lilly and Company
10	Dr Reddy's Lab	Canon India

Challenge

- Sales glowing but Market not big enough now
- High operation cost
- Middle Management
- Parallel Import and Gray Market

Tax and Regulation

Design and procedure can not catch up with the current dynamic Indian economy

- ACVD Refund
- Road Permit
- MRP
- Government Inspection etc.