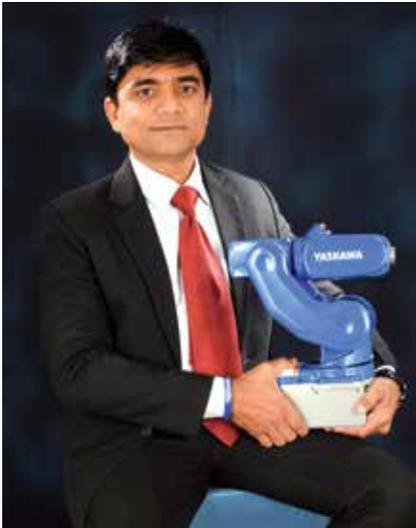


YASKAWA: Magnifying Opportunities in Automation



Mr. Ajay Gurjar, Deputy COO & Head of Business Operations, Yaskawa India (Robotic Division)

Q. Being the key player in the industry, Please brief us company's journey from inception & share some of the milestones achieved?

YASKAWA is India's most advanced and world class manufacturer of motion control products for industrial automation and OEMs. As an Indian subsidiary of more than 100 years old Yaskawa Electric Corporation- Japan, it has established itself firmly in the Indian Robotic market. In India, Yaskawa started its journey with the business of PLC in 1980 and AC drives in 1990 and steadily expanded its Robotics applications presence since 2005, to accommodate growing customer needs. Today, our India operations span the length and breadth of the country becoming a central hub for our future goals, which is headed by a vigorous team.

At YASKAWA, with a continuous focus on R&D, we are constantly trying to outperform our benchmarks. Our patents for the world's fastest

robot are among the many significant achievements; it is easy to see that we place quality innovations first. Our social responsibility takes into account the impact of our work on our immediate and global environments. From instituting a comprehensive internal environment management system to ensuring that we are a green company from procurement through product functioning, we aim to minimise the burden on a rapidly declining ecological balance.

Q. Please brief us about company's infrastructure & what are the technology alliances that has been made in order to out-front the competition?

Equipped with the latest technology, Yaskawa has facilities across India viz. Gurgaon, Bangalore, Gujarat, Chennai, Pune to serve its customers better. Having said that we have in house testing and warehousing facilities along with proficient professional's in their respective fields. Looking at the current usage of automation applications and customers demand Yaskawa has embarked on various expansion projects. With our extremely qualified experienced Employees and System Integrators serving diversified markets across India truly has right mix of people and offerings to delight our customers.

Being a world leader in motion control products for industrial automation and OEMs, we always strive for innovation and providing cutting edge trainings to serve our business partners better at all times. In addition to this, Yaskawa is consistently contributing to skill development

program by founding various training centres in collaboration with educational institutes making future generation ready.

Q. What are the products manufactured by your company?

To satisfy the current automation industry requirement, Yaskawa has a comprehensive line of Robotic solutions with core strengths majorly in applications like Arc welding, Spot welding, Handling (General Purpose series), Pick, pack & palletizing, foundry & forging, Painting and many more. Integrated power sources, torches and peripherals, and our extensive family of fully integrated welding cells, we provide building block solutions that are simple to integrate and operate. Needless to mention, World's -first dual-arm industrial robot for volume production is from Yaskawa range.

To specifically deal in machine tools industry for handling purpose, Yaskawa General Purpose Series is more popular which has Payload capacity ranging from 7kg to 400 kg and Horizontal reach from approx. 927mm to 3518 mm. Yaskawa Globally came up with products like AR, GP & SP Series Robot with next generation YRC1000 Controller for reducing the foot print of Robot & Controller. Also Yaskawa has collaborative robot HC10 in its range and has recently launched prototype of HC20 which can work together with human during the operation. Yaskawa YRC1000 robot controller on industrial platform IV to gratify the market need of IOT with the help of Motoman Cockpit & Motoman Cloud software, can analyse & observe the robot remotely.

Q. What is your marketing strategy for India?

To contribute to the development of industry and society in India with world's top class products and technologies, we are making efforts to create new value through the deployment of our business based on our core technology, and strengthening our business foundation to ensure maximum return. Yaskawa is focussed towards development of organizational capabilities, progress in global network; develop individual capabilities, sustainable growth and creating social value. We are leveraging the business capital that has been nurtured from past few years for value creation in Indian industry. Other than this, we have collaborated with a league of top educational institutes and opened various training centres to prepare the NextGen for future by giving them industrial exposure during their curriculum.

Q. Product innovation through R&D is vital to be a leader in the competition, as per your opinion, how does R&D plays the role of catalyst in the success process?

Since Yaskawa India was established, our spirit and drive for innovation has continued. We try our best to develop new technology that is good for people and the earth with the creation of Eco-mechatronics. Recently, Yaskawa has also been awarded with "Top 100 Global Innovator" by Clarivate Analytics for the 3rd successive year.

With a current focus on the themes of human assistance, social well-being, environment friendly technology, our aim is to create high-value added products through conjugation and optimization of application based functions, and pursuing ultra-precision control technology. Also we contribute to the environmental protection by making high-efficient mechatronics

products for energy-saving effects and using power conversion technology. Yaskawa three-dimensional digital data solutions: Integrated, Intelligent & Innovative named as I3-Mechatronics created by synthesizing our knowledge of mechatronics is a technology with which we are empowering the next generation where industry is looking to work in future.

Q. Quality standards are benchmarked by the product performance; please brief us how do you maintain the quality norms since from solution development to implementation?

In order to make sure that our customers use our products with confidence, the most important thing for us is product quality assurance from the very beginning. The causes for market defects in products are largely broken down to two factors: issues involving the design and issues involving parts, and are said to comprise 60 to 80 percent of all causes. In order to build in quality and reliability from the start of its development, Yaskawa sets up environmental resistance levels for each product to meet market/usage conditions at planning stage, and makes efforts to design and evaluate its products by leveraging tools and methods such as simulations, quality engineering, and HALT. Additionally, it pursues appropriate quality in the parts and materials.

Q. What are the key technological trends that are driving the industry?

Automation Robotics, Industry 4.0 and IIOT is actually a melange of many futuristic and advanced concepts and technologies which have the potential of transmuting the production scenario in the twenty first century mainly comprising of a 'connected shop floor' where data is collected from various sensors and other input devices to be

used for predictive maintenance, better control and long term analysis.

Q. How do you perceive the future of the industry?

Industry 4.0 is expected to be led by MNCs and large professionally managed Indian companies. Smart machines, robots, and other forms of automation could either be an economic poison or cure in a developing country like India and this change will affect how businesses worldwide outsource work. Businesses impacting top-line growth exploring evolution into intelligent automation that includes more advanced artificial intelligence (AI), and transforms the workplace and the workforce to enhance human potential, delivering exponential value by learning and adapting as it automates and reshape the manufacturing operations.

Q. What is your vision for your company for near future?

Rapid change in product variants led Yaskawa to make available highly flexible robot technologies and automation solutions to its OEM's, system integrators and Tier 1 & Tier 2 suppliers and meet consumers' expectations for customization and drive continuous product innovation while consistently lowering costs. Having said that to serve its customers with best possible solutions and reduce proximity, Yaskawa India has expansion plans for the advanced state-of-the-art facility to be near to its customers. Yaskawa has the robust capabilities to strengthen the market reach with diverse nature of marketing activities and also to develop skills in workforce and future generation.

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