

Canon India shares expansion plans for Office Imaging Solutions Division

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Canon India Pvt Ltd, India's No. 1 Complete Digital Imaging Company, today shared the growth journey for its Office Imaging Solutions division (OIS) in India since last 16 years and the growth plans for the division by the end of 2015. The division planned deeper penetration in C, D and E towns and further expanded the service location from before 546 to 700+ locations currently to support development in smaller cities.

Amplifies focus on SMEs and PSU segment

Target 100 customers for Managed Document Services by 2013

Aims to expand in tier II, III and IV markets

Canon's OIS division focuses on offering unparalleled A3 MFPs, high-end document and production scanners, solutions and Managed document services (MDS) to large enterprises, SMEs, Government sector across verticals. Currently, Canon is No.1 in A3 MFP segment with a market share of 25.9% as on June 2013 IDC report and plans to increase its market share to 29% by end of 2015.

The division is aggressively tapping the SME market specially the manufacturing units in C, D and E class where the print volume is around 1-2 lakh a month. Canon is working with its channel partners in these cities who will be focusing on SMEs and PSU segments. Canon plans to enable the SME community by introducing cost effective workflow solutions and Managed Document Services offering. With this SMEs will get access to enterprise class technology which will help them streamline their printing infrastructure, save cost and be eco-friendly.

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The division is also targeting cities like Ahmedabad, Chandigarh, Cochin, Patna and Bhubaneswar.

Speaking at the occasion, Mr. K. Bhaskhar, Senior Director Office Imaging Solutions Division, Canon said “Organizations of all sizes from SMEs to large enterprises are looking at growing their business and expand rapidly into tier III and IV markets. We want to be a part of this growth journey and take care of their printing related requirements by offering customized and best in class technology from Canon. This is in-line with our strategy to target customers from C, D and E markets and expand our service reach to 700 locations across India. With this aggressive expansion plan, we also aim to increase our customer base for MDS to 100 by the end of 2013. We cater to both SMEs and large enterprise across verticals and with Canon MFPs and MDS companies will be able to save cost, get secure and eco-friendly printing.

Further elaborating on Canon OIS plans, Mr Bhaskar Joshi, Senior Marketing Manager, Office Imaging Solution, Canon India, stated “In today’s dynamic business scenario, companies are being cautious before investing in a new technology and are focusing more on TCO and ROI. We at Canon thrive to bring out innovative products which help companies to focus on their core business and outsource their printing requirements to us. We help them manage their end-to-end printing infrastructure and also offer them work-flow solutions. With Canon’s technical expertise and unparalleled service support along with strong sales and channel network we are able to fulfill our growing customer demand on time. We want to empower our customers with best-of-breed technology which helps them to evolve and grow their business with a competitive edge.”

Canon started its India operations with 10-12 models of MFPs and went on to build a strong network of business across India with a strong sales support system and channel partners. Canon recently won BLI’s first ‘Line of the Year’ award for energy efficiency with its A3 range of MFPs. The OIS division offers its customers state-of-the-art green technology complying with the latest international environmental guidelines to help organizations comply with green best practices.