

Global GEC for home appliance OEM

Supporting customer in market expansion by creating differentiation through advance features and localization

CONTRIBUTING AREAS

- Accelerating introduction of IoT to home appliances
- Improving single item value by developing consumer centric feature
- Product differentiation by pursuing original local fit design
- Contribute to improvement of cost competitiveness

ENGAGEMENT GOALS

- Melding global tech with local design
- Researching India as a market
- Product innovation through simulation and digital technology
- Leveraging AI and IoT for best of the league solutions

21 DESIGN AND RESEARCH projects

34 AI, ROBOTICS, IOT projects

18 CAE, ENVIRONMENTAL SOLUTIONS projects

HIGHLIGHTS

- Team : rapid scaling
- Cultural nuances and multisite collaboration
- Innovation workshops, technical conclaves

PRODUCT LINES

