

RICOH COMPANY LIMITED

RICOH

Company Background

Ricoh Company Ltd. is a leading global manufacturer of office automation equipment. It provides a wide range of document solutions to its customers. Some of the products/services offered by the company are:

- **Imaging solutions:** Digital plain paper copiers, colour plain paper copiers, printing machines, facsimile machines, analog PPCs, diazo copiers and related supplies and services, thermal paper, etc.
- **Networking Input / Output systems:** Multifunction printers, printer equipment and related supplies, services and printing software, optical disc products and systems, scanners, etc.
- **Networking System Solutions:** PCs, servers, networking equipment, network related software, services and support, etc.
- **Others:** Optical equipment, measuring equipment, leasing, logistic services, etc.

The company was incorporated in 1936. It operates through its 381 companies globally and employs about 75,000 employees.



It recorded net sales of US\$ 16.954 billion for the year ending 2004-2005, registering a growth of 7 per cent over the previous year and marked the 11th consecutive year of sales growth.

For Ricoh, being a good corporate citizen means striving to be valued as a respected member of society. To this end, the Ricoh Group believes in being outstanding in all areas of the environment, the economy, and corporate social responsibility.

To fulfill its mission as a global citizen, the Ricoh Group is promoting global environment conservation. All Ricoh Group employees are engaged in environment conservation activities while pursuing profitability based on the concept of the Ricoh Group's definition of sustainable environment management.

Ricoh in India

Ricoh operates in India through its subsidiary Ricoh India Ltd. The company was incorporated in 1993 with a joint venture between the RPG Group and Ricoh Co. Ltd. Japan, to form RPG Ricoh Limited. It was reincorporated in 1998 to form Ricoh India Ltd. Ricoh Company Ltd. holds 74 per cent stake in the company.

Main product lines of Ricoh India include colour and black & white multifunction products, colour laser printers, wide format multifunction product and copy printers. The company employs over 760 employees and has a countrywide presence with

15 branch offices. It also has a good sales network with over 200 dealers across the country.

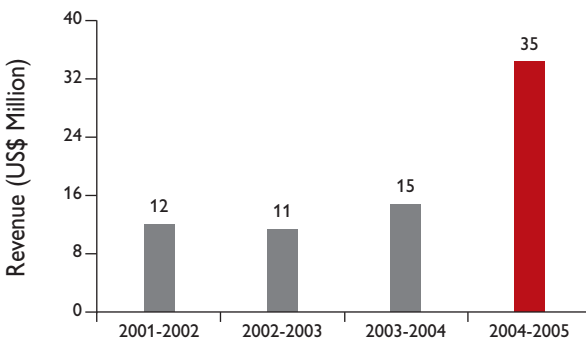
Earlier, Ricoh in India operated through two subsidiaries named Ricoh India and Gestetner India Ltd. However, effective July 2005, Gestetner India was merged with Ricoh India to consolidate their market position.

Ricoh India Ltd. has a market share of 25 per cent in A3 (Digital & Analog) Copiers / Multifunction products. It recorded a turnover of US\$ 34.5 million in 2004-05, representing a growth of 137 per cent per annum over the previous year. The merger between Ricoh India and Gestetner India Ltd. was one of the reasons for the growth.



harnesses the full potential of the Indian market. A good service network has also helped in achieving a good level of customer satisfaction.

Revenue for Ricoh India (US\$ million): 2002-2005



Source: ISI Emerging Markets

Ricoh India has been committed towards quality. It has been certified under ISO 9001-2000 standard since 1994. This standard covers marketing, installation, servicing of multifunctional digital photocopiers, analogue photocopiers, fax machines and supply of related spares and consumables.

Factors for Success

Wide Sales and Service Network

The company has strong sales and service network. The network is spread across the country with 15 branch offices, 220 dealers, more than 300 company service engineers and 300 dealer service engineers. This has ensured that the company

Merger

The recent merger between Ricoh India and Gestetner India Ltd has resulted in a much stronger company in terms of revenues and sales base. Both companies have proven capabilities for success and the merger is helping the company (combined) to increase its market share.

Future Plans

Increasing Market Share

Ricoh Group has ambitious plans with regard to India. The company is aiming to take over its competitor Xerox and achieve the leading position in office automation products by 2008. It plans to have a 30-per cent market share by 2007. The company is also targeting a 15 per cent growth in this year (2006).

Latest Technology

The company has been a leader in launching new products and technologies. The company plans to introduce new products to maintain its current lead. Ricoh Company Ltd., Japan has shown excellent commitment towards ensuring that new technological advances are introduced in India.