

# ANCHOR

by Panasonic

Since its founding in 1963, Anchor has made India's first serious attempt to develop an organised market for top-quality plugs, switches, sockets and accessories. Today, more than 50 years later, with the support of its parent, Panasonic Corporation of Japan – the brand continues to surge forward with an unmatched range of offerings. It straddles every price point, seeping down even to India's remotest landscape. Through leveraging Panasonic's support, Anchor is looking at making a significant contribution towards India's infrastructure growth by providing solutions in the spheres of energy generation, conservation and management.

## Market

The electrical construction materials market, as we know it today, was virtually non-existent twenty years ago. Today, it is a beehive of activity thanks to growing incomes, increasing construction activity, greater brand consciousness, rising propensity towards safety, higher consideration to aesthetics, the resolve for greater automation and a deeper penetration into smaller towns. All of these have driven the electrical construction market to grow at between 12% and 15% per annum. Adding fuel to this growth is also the steadily rising cost of electric power and the necessity, therefore, to discover brands that lower energy consumption.

In this market of exceptional activity is an iconic brand that has led the Indian electrical landscape for nearly half-a-century: Anchor. The name inherently spells confidence, trust and belief. Today, it has passed into common parlance and is a surrogate – quite simply another word – for electrical sockets, switches and accessories.

## Achievements

Despite the entry of several international brands and sustained competitive pressures, Anchor switches or wiring devices, wires, cables and switchgear have proven their mettle. The clubbed vertical, popularly known as the power group, continues to be its core business. As a vital part of Japan's Panasonic Corporation, the brand is steadying its position and growing its market share as a reliable brand even in the verticals of lighting and fans.

The brand has diversified its business by venturing in the energy generation space and introducing the parent company's signature HIT Solar PV Modules that offer best-in-globe technology. To complete the offering it also markets home automation solutions from Ave, Italy and office automation and standalone automation products from its parent in Japan.

The brand will continue to strive to attain its goal of being a vital part of the Eco Solutions Company of Panasonic. This simply means that Anchor is promoting the Eco Solutions Company vision of creating an environment where people around the world can live comfortably while reducing the environmental impact. The brand envisions building this by introducing ecologically aware solutions in India. Superb parentage, best-in-class quality, reliable performance, continuous innovation in the existing as well as new product



portfolio, a product basket spread across all price-points and easy accessibility across the nation make it a consumer favourite.

Riding on these and other such achievements, the brand has also been accorded several accolades. In 2012, it was awarded the Zee-Business Naredco Good Homes Award for its wiring devices. In the same year, it was felicitated by Reader's Digest, when it was voted as the Most Trusted Brand in Lighting by consumers. A year later, it was crowned with the Masterbrand accolade. In 2014, it was voted as a Trusted Brand by the consumers in the Reader's Digest survey for electrical products and was re-elected as a Masterbrand in the electrical vertical. Recently, it was voted as Asia's Most Promising Brand by the World Research & Consulting Corporation and validated by KPMG in India.

Along with distinctions on the brand front, 2014 also brought leadership awards in the human

resources area when the 22nd World HRD Congress gave it the Innovative Practices award. 2015 too, started auspiciously. Anchor was awarded the Global HR Excellence Awards for Innovative HR Practices, Diversity Impact and Best Employer Awards at the WHRD Congress 2015. It has now also been shortlisted in the Fortune India's Next 500 list.

## History

Established in 1963 in Mumbai, Anchor embarked on a long journey with the aim of bringing quality and standardisation in manufacturing switches and accessories and delivering optimum value to the end user. The advent of Anchor brought a degree of order to the market as it became the first organised player of wiring devices in the industry. The momentum continued to propel the company forward. By 2007, it had diversified its business, establishing itself as a reputed electrical construction materials brand in verticals of low voltage switches and accessories, lighting, wires and cables, fans and switchgear.

Since its acquisition by Panasonic Corporation in 2007, the company has progressed further. The advent of Panasonic brought with it stronger design capabilities, introduction of new products, strengthening



and expansion of the current product portfolio, enhanced manufacturing capacity, improved quality management systems and fortification of the sales and supply chain infrastructure.

Today, Anchor continues to grow phenomenally and expects to cross revenues of ₹2200 crore in the 2015/16 fiscal year.

**Product**

Although the Indian market is price-sensitive, each socio-economic segment within its own ambit still aspires for good quality products. It's a difficult task. Many brands thus, simply focus on a single price point. Anchor's strength is its back-end system. Backed by the technological support from its powerful parent, it is able to reach across the market with innovative products that fulfil the aspirations of each audience base.

Anchor's new offering in luxury wiring devices is a state-of-the-art home automation system called Domina Plus from Ave, Italy that harbours the latest technology and offers a scintillating combination of touch panels as well as I-pad controls. The range complements the Ave Sistema 44 range of wiring devices and accessories delivering unparalleled comfort and elegant looks. Ave Sistema 44 is Anchor's key contender in the luxury segment of designer wiring devices comprising of elegant white and black touch and rocker switches. A variant christened Allumia – touch and rocker switches in elegant silver – has been added to the range. Panasonic Vision, the first range of switches launched under the Panasonic brand gets its distinction through screw less termination, stylish looks and switch-designing excellence with fire-retardant properties. It boasts of two international awards for excellence in design, namely IF Product Design Award 2013 from International Forum of Design, Germany and Good Design Award from the Japanese Institute of Design Promotion.

Anchor's Roma is India's largest selling brand of modular switches and accessories. This flagship brand of Anchor has recently introduced colour plates with collars, to offer a wide variety of combinations to suit the décor of modern premises. With seven colour plates, eight colour collars and three colour accessories in glossy white, matte black and regal silver the range offers a staggering 168 décor combinations through switches alone. Roma Viola and Woods meet the aspirational needs of the premium modular segments while the Rider range is positioned as a value-for-money product in the modular portfolio. The non-modular flagship brand, Penta, has

already incorporated additional safety features such as fire-retardant urea-back piece for its sockets. These offer a high degree of safety, particularly in rural markets where poor wiring practices prevail.

**Recent Developments**

Anchor has always been at the forefront of innovation. Its products comply with national as well as certain international standards. All of its facilities are ISO 9001:2008 certified and adhere to the stringent requirements of IS. Since 2012, it has also begun manufacturing products that adhere to the RoHS (Restriction of Hazardous Substances) compliance as per the European Standards. At present, its endeavours are channelled towards fulfilling the requirements of ISO 14001 in all its manufacturing facilities.

Conscious of its lineage, Anchor has also made business sustainability a focal point. Introducing top-end LED lighting solutions from Panasonic was in tandem with its decision to offer a basket of energy-conservation solutions to Indian



residential, commercial, hospitality and retail sectors. In 2013, it inaugurated the first Panasonic LED Lighting Experience Centre in Mumbai offering its customers a chance to experience the products first-hand, through its simulation room. This was followed with the inauguration of the second LED experience centre in Bengaluru in 2014. Anchor has also expanded its designer ceiling fans range and has unveiled a new range in pedestal, table, wall and exhaust fans.

Uno switchgear marks Anchor's entry in the value-for-money switchgear range and forms a robust synergy with Roma modular switches.

RIKI spiral CFL has been especially designed keeping surge and voltage fluctuations in mind and shows great promise as a reliable lighting product. The IAQ (Indoor Air Quality) focussed ventilation solutions from Panasonic show immense potential to cater to the changing needs of various spaces.

**Promotion**

Anchor is a great believer in building sustainable relationships with all business partners, including influencers such as architects, electrical consultants as well as trade partners, contractors and electricians. Each year it undertakes several initiatives to reach out to this eclectic mix. Its dedicated projects division enables it to support the requirement of influencers across India.

Anchor has collaborated with the Institute of Indian Interior Designers

(IIID) as a co-partner for the IIID-Anchor Awards since 2011. The awards have become a definitive platform to showcase the works of India's finest interior designers and architects.

Now in its fifth year, Anchor's innovative channel partner loyalty programme helps promote brand salience for all product categories. The company also runs several above-the-line as well as below-the-line campaigns and on-ground promotions at regional and national levels.

Anchor's latest innovation is the loyalty programme for electricians. Today, more than 30,000 professional electricians across the country are its members and gain very substantially from it. In association with one of the premier technical institutions in the country, Anchor has continued with its unique electrician certification programme; it also undertakes periodic workshops for electricians, introducing them to new industrial concepts including the very sophisticated screwless termination concept.

**Brand Values**

Anchor's brand mission of making the lives of people simpler, safer and comfortable through innovative, eco-friendly, energy-saving, world-class products, resonates with the larger-than-life brand promise of Panasonic. It speaks exceptionally about the brands' commitment to creating a better life and a better world thus contributing to the evolution of society and to the happiness of people around the globe.

The future looks special as Anchor and Panasonic continue this scintillating journey together of manufacturing and marketing products exceeding the value expectations of its customers.

**Things you didn't know about ANCHOR**

- ▶ Anchor offers custom-designed lighting plans for residences and has a special team of lighting designers deployed to assist in this undertaking
- ▶ 54% of Anchor's staff comprises of women, giving it the proud distinction of being one of the country's largest women workforce employer
- ▶ Anchor's well-formulated literacy programme for workers teaches basic reading and writing, inculcates banking habits and enhances awareness about health and hygiene
- ▶ In 2014, Anchor launched the world's first germ-free electrical wire named Advanced EFR