

The responses to be attributed to Mr. Satyanarayana, Director of LFP, Visual products & Robots at Epson India

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### ***Response from Mr Satyanarayana, Director of LFP, Visual products & Robots at Epson India to questions from Apparel Times***

- 1) Market share and the position of Epson in Indian Market?

*Epson is a global technology leader & is either the No. 1 or No. 2 brand in India and growing fast in the products we market/sell in India. We are the market leaders in key categories like Inkjet Printers (50.85% share), Projectors (38.77% share), Bill Printers (52.97% share). In textile printers (F series), we currently have a market share of over 40% and in DTG about 70%. We have just started consolidating our position in DTF and currently we are at about 10% market share.*

- 2) How do you see Sustainability Concept in Indian Market?

*Traditionally not enough attention has been afforded to sustainability and the environment. We believe that aspects of the textile business are in urgent need of change. Manufacturing requirements in the Textile Industry are changing dramatically and quickly in India. For too long we have been content with efficiencies that are not ideal, with limitations and constraints in our output and most importantly with turning a blind eye to the impact we are causing on the environment. What worked in the past may not be relevant in the future. Among other things, global ESG (Environment, Social and Governance) standards are strongly coming into play and if we don't keep pace with the changing expectations, we face the danger of getting left behind. Which is why Epson is trying to draw attention to digital textile printing solutions that help increase output and efficiency, while conforming to global sustainability standards. Companies must be willing to graduate to clean and safe printing with less water and ink wastage. We notice now that attitudes are changing and there is growing awareness. Sustainability and the impact on the environment are becoming an important concern and the shift from analogue to digital printing will only gain momentum.*

- 3) Future plan between 2021-2025 in the Indian Subcontinent?

*We are focused on growing the Textile printing business in the DTG, ST and DTF segments and are single mindedly focused on getting manufacturers to shift from analogue to digital printing. This we believe is the future of the business around the world. We have already introduced high speed DTG printers to cope up with the increase in demand through ecommerce without compromising on quality. We also have new products lined up in ST to expand our base and to offer more options to customers.*

- 4) How will the business be post the Covid- 19?

*We have seen lot of ups and down in the Textile business during Covid-19. Like any other business this has affected us as well to some extent. However, during the 2<sup>nd</sup> wave, as it was not a complete lockdown across India, we could keep business going in some parts of the country. Overall, now we are beginning to see healthy revival across categories. As we go*

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*forward, we are very bullish about the growth and remain positive that consumers will see the benefits of digital textile printing.*

5) What is the expected future of Digital Printing?

*These are exciting times for digital printing and Epson is at the forefront of the change being driven in the textile segment. We expect the demand for digital printing to increase substantially in the coming years. Digital printing technology is sustainable and environment friendly and helps increase output and efficiency as compared to analog printing. We will see more companies embrace digital printing, and quite rapidly.*

6) What is a message that you would like to share with Indian Customers?

*There are several reasons digital printing makes good sense as compared to traditional analog methods. Firstly, Lower production costs by cutting the expenses incurred for everything from screens and cylinders to skilled operators, space, bulk orders, engraving, color kitchens and more. Secondly, no need to be limited by the number of colors you can use any longer. And no worrying about achieving smooth color and tonal transitions while printing creative graphics. Thirdly, graduate to clean and safe printing with less water & ink wastage. Move closer to global standards of Environment, Social & Governance [ESG] expectations, and thereby generate more business. Fourthly, bag small and quick orders for unique custom design, a new-age demand of big fashion brands that can now be met hassle-free. Fifth, enjoy the versatility of specially formulated inks which can deliver high-quality output on both natural & artificial fabrics. Finally, cut avoidable and excessive lead times involving various stages and open the scope for undertaking multiple new orders.*