

QUARTERLY NEWSLETTER
DECEMBER-2024

MINOSHA



Sampark





MD'S MESSAGE:
ATUL THAKKER



Dear Colleagues,

As we continue to navigate the challenges and opportunities ahead, we sensitively emphasize on our core values, achievements and outline our vision for the future.

In 2024, we made significant strides in enhancing our operations, expanding our market presence, and fostering innovation. Your hard work and dedication have been instrumental in our success, and I feel grateful for each of your contributions. Together, we have achieved significant milestones, and I am

confident that with your continued support, we will overcome any challenges ahead.

Looking ahead, we are entering a period of exciting opportunities. Our focus will be on sustainability, technology integration, and strengthening our relationships with customers and partners and other stake holders. By embracing change and adapting to new challenges, we will continue to position ourselves as leaders in our industry.

As an organisation, we encourage open communication and collaboration among all team members. Your input is invaluable as we work together to foster a positive and productive workplace.

Wishing you and your loved ones a New Year filled with new beginnings, happiness, and prosperity.

Let's continue to strive for bettering the future !

Best regards,

Atul Thakker
Jai Hind.

EDITORIAL DESK



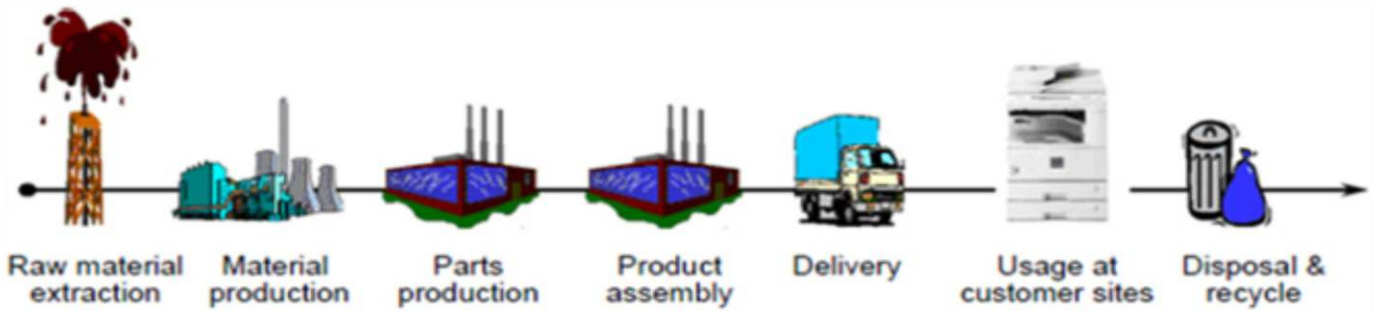
peers, actively engaging with our customers through

Following the fantastic response to our Q1 Corporate Newsletter, we are inspired to launch the next edition of Sampark. With festivals in full swing, the atmosphere is filled with joy and celebration. Minosha is excited to embrace the festivities alongside our

social media and other channels. We've seen an incredible response to our posts, with both followers and interactions on the rise. It's clear we're making a significant impact in both digital and print media, and we will continue this momentum across all business units. I would like to express my sincere gratitude to everyone who contributed to the Q2 edition of the newsletter. Wishing you all the very best!

Sarbani Prasad Mukherjee
Marketing

RICOH'S PRODUCT LIFE CYCLE MANAGEMENT AND SUSTAINABILITY



Driving Innovation for a Greener Future

Ricoh is a leader in innovation, not only in multifunctional devices and production printing but also in sustainable business practices. Central to this commitment is its Product Life Cycle Management (PLCM) strategy.

Product Life Cycle Management (PLCM) at Ricoh

Ricoh's PLCM takes a comprehensive approach to a product's journey, from design to disposal. Key stages include:

1. Design and Development: Eco-Conscious Innovation

Ricoh prioritizes sustainable design, using eco-friendly materials and energy-efficient components. By minimizing hazardous materials and selecting recyclable options, Ricoh ensures that its devices support environmental sustainability from the outset.

2. Manufacturing: Lean and Green Production

The company employs lean production methods to reduce waste and emissions. Facilities worldwide adhere to strict environmental standards, optimizing resource use and minimizing waste generation.

3. Usage: Energy Efficiency and Durability

Ricoh's devices are designed for operational efficiency, featuring energy-saving options like reduced standby power consumption. Regular maintenance and upgradable components extend their lifespan, minimizing the need for frequent replacements.

4. End-of-Life Management: Closing the Loop

At the end of a product's life cycle, Ricoh emphasizes responsible disposal and recycling. Through its GreenLine program, the company refurbishes and resells used equipment, while dismantled devices are repurposed or recycled, reducing electronic waste.

SUSTAINABILITY: A CORE VALUE AT RICOH

Sustainability is more than just a part of Ricoh's strategy; it is ingrained in the company's DNA. Ricoh's multifaceted approach extends beyond product life cycle management and includes: Ricoh is committed to achieving net-zero carbon emissions by 2050. This involves reducing greenhouse gas emissions across its value chain, promoting renewable energy, and implementing energy-efficient systems at its production sites. Ricoh embraces circular economy principles to reduce resource consumption by reusing, repairing, and recycling materials. Its Resource Smart Solutions focus on minimizing waste, increasing reuse, and conserving resources. Ricoh's sustainability efforts align with the United Nations' Sustainable Development Goals (SDGs), especially those related to responsible consumption, climate action, and sustainable innovation, contributing to a more sustainable future.

CONCLUSION: A MODEL OF SUSTAINABLE INNOVATION

Ricoh's PLCM strategy exemplifies how technological innovation can coexist with environmental stewardship. By focusing on eco-friendly design, efficient manufacturing, energy-saving operations, and responsible end-of-life management, Ricoh demonstrates a commitment to driving positive environmental change and contributing to a greener future.

UPDATES IN TECHNOLOGY

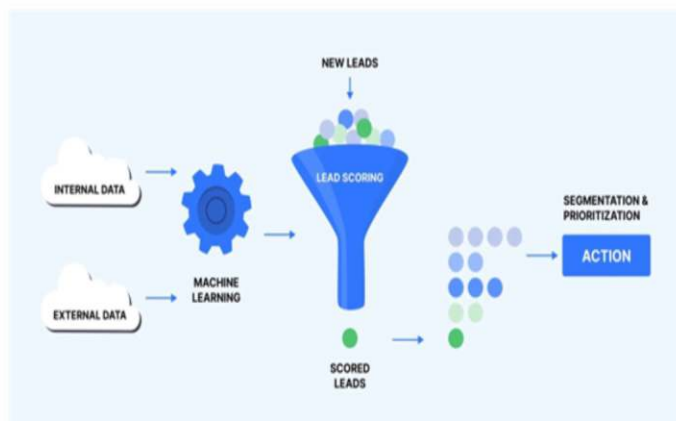
Implementing Cutting-Edge Technology: AI-powered Security Solution

Globally, cyber security incidents are rampant and fast-growing nations like India are naturally poised to be prone. India has seen an exponential rise of about 2100% in cyber security incidents in last 10 years which makes cyber security a priority of paramount importance for the organizations and so it is for Minosha.IT Update:Minosha IT proactively combats such threats with pertinent endeavours towards making a resilient IT ecosystem. We recently implemented an AI-powered Security Solution to protect most vulnerable touchpoints i.e. Endpoints (computers). The advanced Endpoint Detection and Response (EDR) system provides active defence on or off our corporate network. By leveraging AI and ML it can detect threats like ransomware, malware, and advanced persistent threats (APTs) and invoke real-time alerts and actions. Besides, having Incident Investigation and Forensics, Behavioural Analysis and Endpoint Management sums it up to a powerful arsenal.

Stay Alert! Stay Secure!

AI in Marketing On embracing the latest trends

Marketing is as diverse and evolving as the world we're living in. With the growing popularity of artificial intelligence (AI) transforming business-to-business (B2B) marketing, there is a growing demand to comprehensively understand the adoption and application of AI to advance B2B marketing. In almost every use case, AI is known to increase efficiency, speed up optimization, lower costs, and increase ROI



Automation is another new big thing to boost the key benefits of AI in B2B marketing. AI can automate repetitive tasks, such as data entry, lead scoring, and social media management, limiting up the interventions of human resources to focus on high-value tasks such as strategy development and creative problem-solving. If, we want to understand what product is working with which segments of customers and why, or how is the marketing funnel evolving. We can help the marketers build a toll to help them to predict for every marketing initiative on

- What is going to be the sales outcome
- How is consumer behaviour is going to be impacted on every channel or in every touch point
- Which scheme or creative is working in favour of upscaling the sales



It will grow in a few months or a couple of years; we humans must continue to generate new ideas and bring out the best in our brains. While generative AI has its merits, demerits are in galore too. Personalization is a touchpoint which AI cannot completely produce.

For understanding customer persona, to some extent, AI can help with the same. However, only humans can identify, recognize or embrace what other humans are thinking of, the flaws and peculiarities. That requires the magic of a human brain to embed the product or the brand deep inside the brain of the customer standing in front.

AI vs Human should not be in competition. Both must co-exist, complementing each other.

EMPLOYEE SPEAK UP



Rajeev Ranjan
Business Manager - DC
Bangalore

'It's been a remarkable and incredible journey so far at Minosha. I have completed 13 years at the company by March '24.

It's been a rewarding journey filled with recognition, rich experiences, and immense learning. This journey started as a Major Accounts Manager way back in March 2011 and I have achieved various milestones to reach the leadership role of Business Manager. I am very proud to be part of this organization and its remarkable success.

Minosha has provided me with a platform to showcase my expertise and go the extra mile to achieve our dreams. The work culture is very conducive, everyone is encouraged to give their best and their efforts are timely recognized & rewarded by the management team.

I am very happy to share that I have been conferred with various rewards and recognition and parts of the prestigious winner's club many a time and travelled exotic locations like South Africa, Austria and Australia in recent times.

I practice our organization philosophy "Trust, Reach and Together". So, with our strong team we can achieve the milestone with delight.

Thankful to the entire leadership for providing us a continuous learning environment to excel and achieve high standards of achievements



Debyeet Bhattacharjee
Partner Business Manager
Kolkata

I am proud to share that this year I will be completing 29 years of service to this organisation. It has been an incredible journey, filled with ups and downs, successes and challenges, but I am honoured to have been a part of this wonderful organisation for so long.

When I first started, I had no idea what to expect as it was my first ever corporate job. I was excited about the possibilities that lay ahead, but I was a little nervous. I remember feeling

overwhelmed by the amount of work that needed to be done, but I was determined to do my best and make a positive impact.

Over the years, I have had the opportunity to work with some amazing people. I have made lifelong friends and learned so much from my colleagues. Together we have accomplished so much, and I am proud to have been a part of it.

Looking back, there are so many memories that stand out. The late nights and early mornings, the deadlines that seemed impossible to meet, the challenges that forced us to think creatively and work together. But through it all, we never lost sight of our mission, and that is what kept us going.

Finally, to my colleagues and everyone here today, thank you for your support, your friendship, and your unwavering commitment to this organisation. I am proud to have been a part of it for fairly 29 years, and looking forward to serve more years.



Jignesh Jani
Sr. Partner Business Manager
Ahmedabad

I feel very excited to share that I have already completed 28 years in this organization. The journey has been very satisfying, remarkable, and joyful so far. Let me mention here that this is my first job, and I started my career as a trainee engineer in the production department at Gandhinagar factory. After working more than 16 years in service function I moved to sales to take up new challenges.

Minosha has given me all the opportunities for growth, skill enhancement and professional development and learning new things. The support and motivation from the seniors, colleagues and management team is very good which makes Minosha, employee-oriented organization. Timely reward and recognition have always been the motivating factor and with Immense joy I share that I qualified for the winner's club trips and travelled to Singapore, Sri Lanka, Australia, Thailand & Austria. Winning the Kaizen Competition in Asia pacific region and qualifying for Ricoh Hall of Fame award is the highlight of my journey.

Minosha for me is my 2nd home. I feel very proud to be a part of the Minosha Team. I am very grateful to the management team, seniors, colleagues across all the functions to provide support, creating a positive and employee-oriented work culture.

DEALER SPEAK

RISE TECHNO SOLUTIONS:



RAHUL WADIA
Rise Techno Solutions
Vadodara

We at Rise Techno Solutions have been an authorized partner of Minosha India Ltd., formerly known as Ricoh India Ltd. since 2017 and our experience has been outstanding. Over the years, we have consistently received exceptional support which has enabled us to serve our clients with confidence and efficiency. Minosha's reliable products like Ricoh MFP, Production printer and Wide format printer backed by their technical expertise have significantly boosted our business



DEVARSHI DAVE
Rise Techno Solutions
Vadodara

growth. Their quick response times, professional assistance and proactive approach to problem-solving have been vital to our success. We are particularly impressed by their commitment to continuous innovation, which allows us to offer cutting-edge solutions to our customers. This partnership has been built on trust and mutual support, and we look forward to continuing our successful collaboration with Minosha for many years to come

TECHWEB



SANJAY SINGH
Tech Web
Shillong

Techweb has been a pivotal force in Meghalaya's copier industry for the past 18 years, marked by its strong business associations with Ricoh and Minosha India Limited. This enduring partnership has been instrumental in transforming the landscape of office automation and document management solutions across the region.

Since its establishment, Techweb has been committed to providing cutting-edge copier technology to businesses and institutions throughout Meghalaya. By partnering with Ricoh, a

global leader in imaging and document solutions, Techweb has ensured that its customers have access to the latest advancements in copier technology. This includes high-performance machines known for their reliability, efficiency, and user-friendly features.

Minosha, an authorized distributor of Ricoh products in India, has been a key collaborator in this journey. With its extensive network and expertise, Minosha has enabled Techweb to expand its reach and enhance its service offerings. Together, they have focused on delivering comprehensive solutions that not only meet but anticipate the evolving needs of their clients. I would like to thank especially our MD Mr. Atul Thakker and Mr. Kunal Dasgupta and their entire team of sales and service support for their support in achieving this milestone.

Techweb's partnership with Ricoh and Minosha is built on a foundation of shared values, including a commitment to quality, innovation, and customer satisfaction. Over the years, this alliance has yielded numerous success stories, with countless businesses in Meghalaya benefiting from improved productivity and streamlined operations thanks to their state-of-the-art copiers.

EVENT HIGHLIGHTS

PRINT EXPO, AUG. 2024,

Minosha had the privilege of showcasing at Print Expo 2024, where our booth was filled with excitement and engagement. We presented some of the most innovative solutions in the industry, and our team was eager to connect with visitors to explore how our advanced technologies could transform their businesses. Minosha demonstrated a comprehensive range of production printers.



HUMAN X Ai CONCLAVE, SEPT. 2024

Minosha India Ltd made a significant impact at HUMANxAI Kolkata with engaging discussions and groundbreaking innovations! We are thrilled to partner in shaping the future of AI and office automation.



ALL IN PRINT SOUTH, NOV. 2024

Minosha India Ltd. proudly showcased at the 3rd All in Print Asia 2026, Hyderabad Edition! Our booth was filled with energy, innovation, and insightful industry discussions as we unveiled our latest smart printing solutions.



8TH EASTERN PRINT PACK, NOV. 2024

Minosha India Ltd. proudly showcased at Eastern Print Pack 2024, where innovation and industry collaboration took center stage. Our booth featured the latest in smart printing solutions, and we were delighted to connect with industry professionals.



MINOSHA CHAMPIONS LEAGUE, SEPT. 2024

We celebrated with our Channel Partners at the Minosha Champions League 2024 with an unforgettable journey through Budapest and Prague! From iconic landmarks to exciting rides and a gala award night, we honoured our Core Channel Partners with Rewards, Recognition, and lasting memories. Here's to many more adventures and successes together!



PARTNERS' CONNECT PROGRAMME

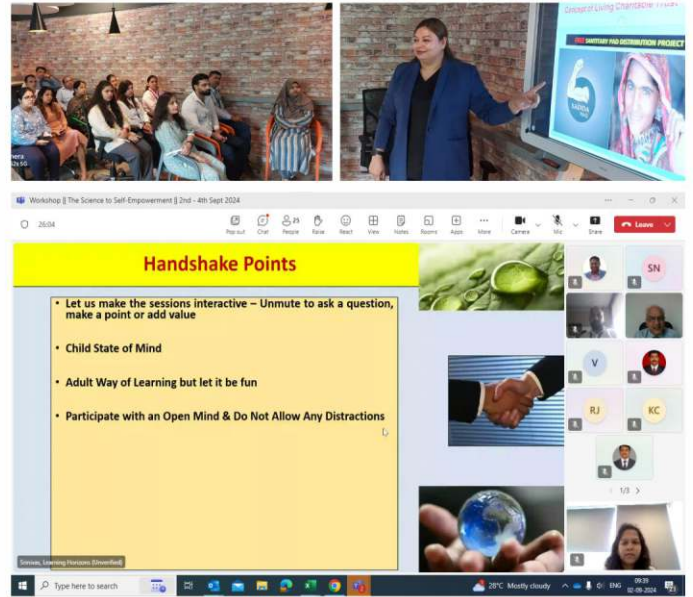
Minosha hosted vibrant Dealers Meets across Kolkata, Bangalore, Chennai, Mumbai, and Delhi, strengthening connections and celebrating our valued partnerships. Here's to growing together!



EMPLOYEE TRAINING

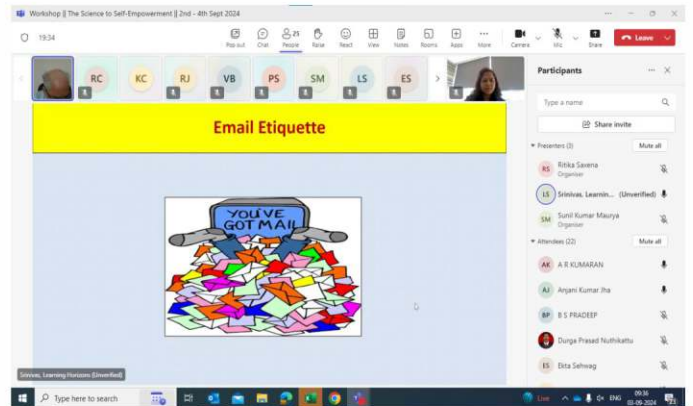


As part of our commitment to continuous learning and development, we have successfully launched a range of training initiatives this financial year, with more to come. Our Training Calendar kicked off with a focus on both technical and leadership skill enhancement. The DC sales team underwent product training on Minosha's hardware and print management solutions, equipping them with in-depth product knowledge and effective sales techniques. And the DC Sales North team has been a part of the GMA Management Training Session which will be ongoing in the future months too.



PP Training High-end Sales Workshop', focusing on enhancing selling skills and strategies. This workshop aims to equip sales professionals with the tools and knowledge needed to excel in high-end sales environments.

As we move forward, we remain committed to delivering more impactful training sessions throughout the rest of the financial year, ensuring our teams are well-prepared and continually growing.



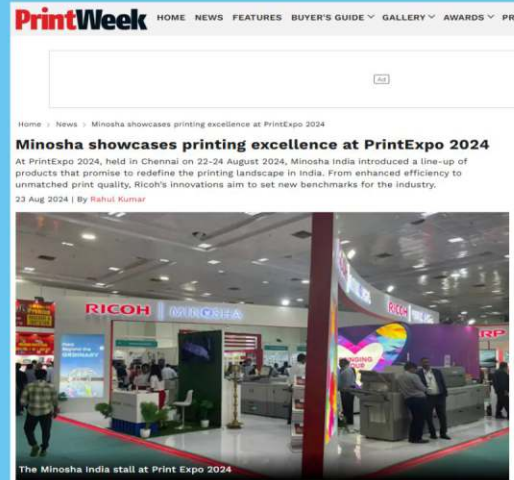
We also rolled out leadership development programs, including a certification course from S P Jain Business School and the 360-degree Bespoke Leadership Development Plan, designed to provide comprehensive feedback and foster growth.

To ensure a safe and compliant workplace, we conducted mandatory POSH training, raising awareness on preventing sexual harassment. Furthermore, our 'Science of Self-Empowerment' workshop empowered employees with essential skills like time management, problem-solving, and impactful communication. And we recently conducted the '

PRESS COVERAGE

Print Expo, August 2024

Minosha showcased cutting-edge printing solutions at PrintExpo 2024, leading the way in innovation and excellence.



Print Week



India Print & Publisher

CUSTOMER ACQUISITION

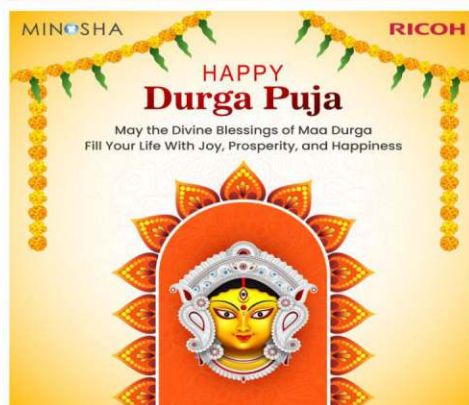
Minosha is proud to be the trusted partner as DIPS Technologies selects a Ricoh solution, enhancing their printing efficiency and operational performance



SOCIAL BUZZ

Here's a sneak peek at the highlights from the last quarter of our buzzing social media journey! Our platforms have been brimming with insightful interactions and meaningful engagement. Here's a more concise version: A standout moment from the last quarter was our Navratri Contest, where we celebrated the traditions of the festival and kept its authenticity alive. With over 900 comments, the contest became a vibrant space for knowledge, connection, and

festive spirit. Not only this but our refined content strategy has been a game-changer, delivering visually appealing posts that resonate deeply with our audience. From innovative campaigns to value-driven content, every effort has contributed to increased engagement and positive feedback. This is just the beginning of many more milestones ahead.



CELEBRATING EXCELLENCE

We are truly overwhelmed by the appreciation we've received for our service team. Your dedication and excellence continue to inspire us, and we are grateful for the impact you make every day!

MINOSHA



KASHYAPPA G.P.
Senior Customer Engineer
★★★★★

On behalf of the UNext IT Team, I want to express our appreciation to Mr. Kashyappa for his prompt response and willingness to go the extra mile to ensure our printers are running smoothly. His efforts have made a significant impact on our office's productivity.

Not only did he quickly diagnose and resolve the issue, but he also took the time to explain the problem to our team, ensuring that we understand how to prevent similar issues in the future.

Mr. Clive Marshal
Senior System Analyst
UNext

MINOSHA



SHAIJESH K.
Senior Customer Engineer
★★★★★

On behalf of Radisys, I wanted to extend my heartfelt appreciation to Mr. Shaijesh for the excellent job he did in installing the printer in our office. His professionalism, attention to detail, and dedication to ensuring everything worked seamlessly has not gone unnoticed.

The printer installation process can often be a complex task, but his expertise and knowledge made it appear effortless.

His patience in explaining the setup steps and answering our questions demonstrated his commitment to ensuring that we were comfortable with the new equipment.


We are already experiencing the benefits of having the printer up and running. His efficient installation has undoubtedly contributed to our increased productivity and streamlined workflow. And also, whenever we need help, he supports us timely.

Once again, thank you for your outstanding service.

Venkatesh A M
IT Lead Engineer
Radisys India

We are truly grateful for your efforts and look forward to working with you in the future.

MINOSHA



PRASHANT SHARMA
Service Delivery Manager
★★★★★


On behalf of Darya Shipping Pvt. Ltd., I would like to express our sincere gratitude to Mr. Prashant Sharma for your prompt response and dedication in resolving the print issues. Your swift action and technical expertise were instrumental in ensuring everything was handled efficiently.

The service provided by Minosha India has been exemplary, and we are particularly impressed by the outstanding technical skills demonstrated by your team.

Once again, thank you for your commitment. Your efforts have made a significant difference, and we truly appreciate your hard work.

Mr. Rajnish Kumar
COO
Darya Shipping Pvt. Ltd

MINOSHA



AJIT GANDHI
Associate Customer Engineer
★★★★★


On the behalf of **Siemens Limited** I would like to appreciate the printer engineer, **Mr. Ajit Gandhi** for his tremendous efforts to complete printer installation work at our factory to run our operations smoothly. Ajit is so supportive & approachable to resolve the issues on a priority basis.

His knowledge of printers is very commendable, which helps us many times to resolve the issues remotely.

Highly appreciated his dedication towards his profession.

Vishal Patil
Manager Industrial Engineering
Siemens Limited

MINOSHA



RAVICHANDRA G
Senior Customer Engineer
★★★★★

On behalf of Flowserve India Controls Pvt. Ltd, I would like to express our appreciation for the outstanding support provided by your sales and service teams following our recent purchase of eight printers for the FCD Whitefield site during the 2023-24 financial year.

Over the past year, we have not encountered any issues with these printers.

Thank you for quickly resolving any concerns and your continued support.

We are especially pleased with the timely delivery of toners and the absence of any issues related to toner and service. Your Service Engineer, Mr. Ravichandra, has been exceptional in managing toner requests and providing service support.

Manjunatha s
IT Administrator
Flowserve India controls pvt ltd

MINOSHA



MR. RAVI KUMAR
Senior Customer Engineer
★★★★★

On behalf of Ahluwalia Contracts India Limited, I would like to extend our sincere thanks to Mr. Ravi Kumar. Recently, our photocopy machine encountered an issue where the scanned documents were being cut off from the left, right, top, and bottom sides. You promptly visited our office to address the problem, and after your intervention, the issue was resolved. However, after a few days, the same problem resurfaced. Nevertheless, with your experience, expertise, and natural technical talent, you were able to troubleshoot and resolve the scanning issue effectively.

I am writing to express our deep appreciation for your hard work and dedication to Ahluwalia Contracts India Limited and your customers. Your contributions have been invaluable, and we are truly grateful for all that you do. In particular, I would like to commend you for your outstanding service. You consistently support our machine-related concerns in a timely manner, both in person and over the phone. Your commitment to excellence is truly commendable, and I encourage you to continue your great work.

PRAVEEN KUMAR KASHYAP
Senior Manager
Ahluwalia Contracts India Limited

DIWALI CELEBRATIONS AT MINOSHA



CHRISTMAS CELEBRATION AT MINOSHA



MINOSHA
connect. experience.

URL: <https://www.minosha.in>

MINOSHA INDIA LIMITED

CORPORATE OFFICE: Plot No. 25, Okhla Phase- 3, New Delhi - 110020

Tel: 011- 42266250, Email: ril.info@minosha.in, Service toll free number: 1800 103 0066 & 1800 116 600

REGISTERED OFFICE: Quest, 1073, Rajabhai Desai Marg, Behind Beau Monde Towers, Prabhadevi, Mumbai, Maharashtra- 400025

Tel: +91-22-69394444

Bangalore, Chennai, Delhi, Hyderabad, Kolkata, Ahmedabad, Mumbai & Pune.