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Focus on Catering to Discerning Consumer Segments

SMART, SUSTAINABLE AND STYLISH: THE FUTURE OF VT

YOUR AUTHOR ANALYZES THE PROCESS OF ELEVATING EXPECTATIONS THROUGH BRANDING AND PERCEPTION.

by Dr. Malini Saba

images by Gagandeep Kaur

In today's world, elevators are more than just a way to move between floors. They have become a crucial part of building design and can significantly impact the overall perception of a property. This is especially true for discerning consumer segments who seek not just functionality but also style, comfort and innovation in their elevator experiences. Let's examine how branding-led, perception-driven demand patterns are reshaping the market dynamics of the elevator industry.

Understanding Discerning Consumers

Discerning consumers are individuals who are highly selective and have specific preferences. They are willing to invest in products that offer exceptional quality, unique features and align with their personal values and lifestyle. In the context of elevators, these consumers look for more than just a mode of transport; they seek an experience that complements the aesthetic and prestige of their property.

The Role of Branding in Elevators

Branding plays a significant role in shaping consumer perceptions. For discerning consumers, the brand of an elevator can be as important as its functionality. A well-known, reputable brand can instill confidence in the quality and reliability of the elevator. This perception can influence

purchasing decisions, especially in high-end residential buildings, luxury hotels and premium office spaces.

Creating a Premium Experience

To cater to discerning consumer segments, vertical-transportation (VT) providers are focusing on creating a premium experience. This involves incorporating high-quality materials, elegant designs and advanced technologies. For instance, elevators with sleek touchscreens, personalized lighting and smooth, silent rides are highly sought after. These features not only enhance the user experience but also add to the overall value and appeal of the property.

Perception-Driven Demand Patterns

Perception-driven demand patterns refer to the way consumer perceptions influence purchasing decisions. In the elevator industry, this means that how consumers perceive the brand, quality and features of an elevator can significantly impact their choice. A positive perception can drive demand, while a negative one can deter potential buyers.

To shape positive perceptions, elevator companies are investing in marketing and branding efforts. This includes showcasing their products in high-profile projects, partnering with renowned architects and designers and highlighting the



Branded escalators add to the luxury quotient.

unique features and benefits of their elevators. By creating a strong brand image, these companies can attract discerning consumers and stand out in a competitive market.

Innovation and Technology

Innovation and technology are key drivers in the elevator industry. Discerning consumers are always on the lookout for the latest advancements that can enhance their experience. This includes smart elevators that can be controlled via smartphone apps, energy-efficient models that reduce environmental impact and elevators with advanced safety features.

Take, for example, elevators with destination control systems that optimize travel time and reduce waiting periods. Others offer personalized experiences by recognizing users and adjusting settings based on their preferences. These innovations not only meet the demands of discerning consumers, but also position the brand as a leader in technology and innovation.

Sustainability and Eco-Friendliness

Sustainability is another important factor for discerning consumers. Many high-end buyers are environmentally conscious and prefer products that align with their values. Elevator companies are responding to this demand by developing eco-friendly models that use less energy, produce fewer emissions and incorporate sustainable materials.

Customization and Personalization

Customization and personalization are crucial in catering to discerning consumer segments. These consumers appreciate products that reflect their unique tastes and preferences. In the elevator industry, this means offering customizable options such as bespoke interiors, personalized lighting and unique design elements.

Elevator companies are increasingly providing tailored solutions that allow customers to choose from a variety of finishes, materials and features. This level of customization not only enhances the user experience, but also allows consumers to create an elevator that perfectly matches their style and the aesthetics of their property.



Premium buildings flaunt lifestyle amenities like elevators.

The Impact on Market Dynamics

The focus on branding-led, perception-driven demand patterns is reshaping the market dynamics of the elevator industry. Companies that successfully create strong brand images and cater to discerning consumers are gaining a competitive edge. They are able to command higher prices for their products and attract a loyal customer base.

Moreover, the emphasis on innovation, sustainability and customization is driving the industry toward higher standards of quality and performance. As a result, consumers are benefiting from a wider range of options and better products.

Continued



Towers with high-speed elevators are preferred.

This competition also encourages elevator companies to continuously improve and innovate, leading to a dynamic and evolving market.

Future Outlook and Opportunities

Looking forward, the elevator industry is poised for continued growth and innovation. As urbanization continues to rise and more high-rise buildings are constructed, the demand for advanced, high-quality elevators will increase. Discerning consumers will continue to seek products that offer not only functionality but also align with their values and preferences.

By understanding and catering to the unique preferences of discerning consumers, these companies can not only meet their



The skyline of major metros is transforming with VT to match.



Townships offer an "elevating" experience.

expectations but also shape the future of the elevator industry. As the demand for premium, innovative and eco-friendly elevators continues to grow, the market dynamics will keep evolving, leading to new opportunities and challenges for the industry.

In conclusion, elevators that cater to discerning consumer segments are not just about moving people from one floor to another; they are about creating an experience that reflects quality, innovation and personal style. By focusing on branding-led, perception-driven demand patterns, elevator companies can thrive in this dynamic market and set new standards for excellence.



Dr. Malini Saba is an avid writer and accomplished researcher, a psychologist and single mother. Having achieved notable success in the corporate world, Saba now directs her focus towards philanthropic activities close to her heart. Her philanthropic endeavors have made a profound impact on millions of underserved women and children in South and Southeast Asia, South America, Africa, and the U.S.

As a global advocate for women and girls, she remains dedicated to improving access to essential services for women and children and impacting global policies. She focuses on providing access to nutrition, basic healthcare, education, art and culture, aiming to break the cycle of poverty and promote human rights awareness. Driven by her passion, she collaborates with eminent partners to amplify the impact of her philanthropic efforts.

Additionally, Saba supports working women in various professions and serves as a resource hub for understanding the challenges they face in the workforce. Her ongoing research explores leadership-driven interventions to create a positive impact on society at all levels.

Saba's journey from a modest background instilled a strong work ethic and compassion for the less fortunate. She has received numerous accolades for her exceptional achievements, contributions, and philanthropy. Despite her achievements, she maintains a humble and private nature. She also enjoys creating quick and easy recipes that add a delightful twist to traditional South and Southeast Asian dishes.



VT is in greater demand across real estate categories.



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