

EPSON'S VISION FOR INDIA: POWERING GROWTH THROUGH PROJECTION INNOVATION

An Exclusive Deep Dive with Harish A K, Senior General Manager – Visual Products, Epson India



*As projection technology takes centre stage in India's rapidly evolving pro AV market, Epson continues to push the boundaries with its cutting-edge solutions. In this exclusive conversation with the AV-ICN Expo Magazine team, **Harish A K**, Senior General Manager – Visual Products at **Epson**, sheds light on the brand's innovation-driven approach, customer-centric strategies, and its role in shaping the next phase of immersive projection experiences across the country.*

1. We noticed Epson took more than 200 sqm of the booth area at InfoComm, would you like to share more on your experience at the show?

This year at InfoComm India 2025, our focus was on solutions rather than standalone products. In any AV project, the projector typically accounts for just 20–30%, while the rest is driven by additional components. So, we showcased how Epson can deliver end-to-end solutions including its high-brightness projectors, ultra-short-throw models, or integrated setups.

The entire booth reflected this shift toward solution-based demonstrations. For example, we partnered with **Atom**, a European company, to create a portable solution combining Epson projectors with a mobile device that integrates speakers, microphones, and lenses. It's compact yet versatile, ideal for applications such as golf simulators, which are rapidly gaining popularity in India. We also showcased solutions for virtual apartment demos where real estate companies can project a life-size model of an apartment in their office, giving visitors a realistic walkthrough experience.

Epson's command centre solutions also cater to defence and IT sectors, where multiple windows and data sources need to be displayed on one

screen. For golf simulators, Epson collaborated with a golf technology company. Across the board, we're working with third-party partners to bring complete solutions to customers.

2. Epson showcased its latest 4K projection technologies at InfoComm 2025. How do you see these innovations reshaping applications in India across education, corporate, and large-venue segments?

In education, we differentiate between K-12 and higher education. For K-12, cost constraints often lead to choices like interactive projectors or flat panels. But in higher education like engineering or medical colleges with large classrooms, high-brightness laser projectors are becoming the standard. Customers are moving away from lamp-based models of 5,000 hours of life to laser projectors that last up to 40,000 hours, which is roughly 8–10 years of use with minimal maintenance.

Corporates, on the other hand, are investing in flat panels up to 86 inches. Beyond that size, projectors make more sense, both practically and aesthetically. In both education and corporate spaces, we see a global trend where decision-making is influenced by international headquarters.

Overall, while the volume of projector sales has stagnated, the demand for mid- and high-end projectors is rising, leading to higher revenues despite fewer units

being sold.

3. Would you say education and government remain top priorities?

Yes. However, government procurement largely happens through the GEM (Government e-Marketplace) platform, which functions like an "Amazon for government purchases." We sell about 4,000–5,000 mid- and high-end projectors annually through GEM. While there is huge potential in ICT-enabled classrooms across India's 1.5 million schools, the challenge is funding allocation. Only about 20% of schools are adopting ICT solutions, while the remaining 80% are still catching up on basic infrastructure.

4. With the rise of immersive environments and hybrid workspaces, what design priorities are driving Epson's next-gen projection portfolio for the Indian market?

Immersive display solutions are a major growth area, particularly in museums, heritage sites, and cultural venues. Projection mapping in places like Varanasi or on the Adiyogi statue highlights how demand is growing for high-brightness projectors (7,000–20,000 lumens). Over the past two years, this segment has delivered strong revenues, and we expect similar growth in the next three to four years.

5. From a sales and marketing perspective, how is Epson positioning itself in India?

Globally, Epson has been the No.1 projector brand for 25 years, and in India we've held that leadership for over 15 years, with a 49% market share. While the overall projector market is not expanding rapidly, our strategy is to focus on mid- and high-end value products and increase revenues by targeting corporates, IT, and AV system integrators.

6. India's projection market is evolving

rapidly with demand for high-brightness, energy-efficient solutions. How is Epson positioning itself to capture this demand from a sales and marketing standpoint?

We have a dedicated 14-member projector team across India, along with pre-sales engineers who help design customised mapping solutions. Our after-sales support is another key differentiator and Epson is the only brand offering a three-year onsite warranty, backed by nearly 400 service centres across the country.

7. What are Epson's immediate objectives at this year's show in terms of strengthening customer connect and driving adoption of your projection solutions?

The key goal is to deepen engagement with system integrators and key decision-makers from government, corporates, and other sectors. By demonstrating practical, solution-oriented applications, Epson aims to strengthen customer connect and drive wider adoption of Epson projection solutions in India.