



Canon India
Delighting You Always

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MODERN DAY CANON

- CHAIRMAN AND CEO: FUJIO MITARAI
- THEY WORK TO INNOVATE IN ALMOST ALL AREAS OF TECHNOLOGY FROM PHOTOGRAPHY EQUIPMENT, TO HEALTHCARE AND SECURITY .
- THEY ARE CURRENTLY WORKING ON DEVELOPING NOT ONLY HIGH RESOLUTION PHOTOS BUT ALSO REPRODUCE TEXTURE, ELEVATION AND OTHER DETAILS. AS WELL AS AI TECHNOLOGY
- WHICH IS BETTER CANON OR NIKON? DEPENDS ON YOUR NEEDS
- CANON AND THE STATUS OF PHOTOGRAPHY IN OUR CONTEMPORARY SOCIETY.

CANON VS NIKON

CANON HAS BEEN IMPROVING ALL MODELS AND ARE NOW FAR AHEAD FROM NIKON. HOWEVER, THEY HAVE HAD SOME ISSUES AS THEY FOCUS MORE ON ENGINEERING THAN HOW THEY WILL MARKET THE PRODUCTS.

NIKON FOCUSES MORE ON MARKETING THAN DEVELOPING OR INNOVATING. THEY CONTINUE TO "UPGRADE" THEIR CAMERA MODELS BUT DO NOT GREATLY IMPROVE THE TECHNOLOGY USED FOR THESE.



Our Vision: Kyosei

Kyosei is **Canon**'s corporate philosophy and lies at the heart of our brand, business and sponsorship activities. **Kyosei** is a Japanese word that means living and working together for the common good - a principle that is embraced by all Canon employees. It shapes our mission and our values, the way we treat our people and conduct our business.

WHAT MAKES CANON STAND OUT?

- **CANON HOLDS THE NUMBER ONE MARKET SHARE IN STILL CAMERAS.**



- **TOP 2 IN PRINTERS, AND TOP 3 IN VIDEO CAMERAS.**



- **THEIR GOALS ARE TO RETAIN THEIR USER BASE AS THEY UPGRADE AND TO RESTART GROWTH IN THEIR IMAGING GROUP.**

benefits at Canon

Work Life Integration

We believe in the importance of maintaining a healthy work life balance. The organisation offers five-day working, virtual working, flexi-timings and comprehensive leave benefits to its employees.

Opportunities for Professional Development

Staff education assistance loans are provided to employees, encouraging them to take up professional courses during the course of their employment.

A Holistic Approach to Wellness

We organise programs focusing on employee well-being, which include fitness initiatives such as walkathon, wellness workshops, training on ergonomics, diet & nutrition.

Health Care Insurance

The organization offers Health, Life and Accident Insurance to its employees. We keep in mind the growing medical expenses and have a range of schemes that are aimed to provide maximum coverage in the case of any unfortunate incident or illness.



