Press Release

NEXTY Electronics

February 4, 2021
NEXTY Electronics Corporation

NEXTY Electronics begins providing High-performance Energy-saving Motor Control Module in India

The Technology Center at TOYOTA TSUSHO NEXTY ELECTRONICS INDIA PRIVATE LTD. (hereinafter referred to as "NEIN"), a subsidiary of NEXTY Electronics Corporation (President: Atsushi Aoki; Headquarters: Minato-ku, Tokyo; hereinafter referred to as "NEXTY Electronics"), which itself is an electronics trading company within the Toyota Tsusho Group, began providing a self-developed motor control module for ceiling fans[1] in India in December 2020. The module incorporates a high-efficiency brushless DC motor[2] and a motor controller platform that enables rapid customization to meet diversifying customer specifications.

Background and Purpose

As air pollution continues to worsen in India, the government has been making environmental regulations more rigorous, which is driving efforts to improve the energy efficiency of electronics sold in the country. Additionally, the government's move to advance its "Make in India " initiative to increase domestic production is picking up speed. As a result, there is growing demand there for the development of energy-saving products.

Ceiling fan

Ceiling fan are one product subject to this trend, with 30 to 40 million units manufactured annually by over 30 different manufacturers. While currently available units primarily use induction motors[3], more manufacturers are switching to energy-saving brushless DC motors and it is estimated that in two years all new ceiling fans will be using them.

To respond to this demand, NEIN's Technology Center has developed and made available its own brushless DC motor control module for use in ceiling fans. In addition to being highly efficient, low-power, sensor less and offering a high power factor[4], the motor's speed can be adjusted by infrared remote control. NEIN can realize customers' requirements and specifications at a low cost by selecting the most optimal components from among NEXTY Electronics Group's broad product offering. Furthermore, by leveraging NEXTY's global procurement capabilities, NEIN can immediately provide manufacturers with product samples from within India, making it possible for them to reduce their development times.

As the use of electronics grows in the industrial equipment and consumer product fields in India, NEIN will continue to offer energy efficiency products and technologies to customers looking to produce their own products domestically, and in turn contribute to solving the various social issues.

Overview of the Technology Center

Name: TOYOTA TSUSHO NEXTY ELECTRONICS INDIA PRIVATE LTD. TECHNOLOGY CENTER
Location: Tower 1, HB Twin Tower, Netaji Subhash Place, Pitampura, New Delhi 110034, India (inside NEIN)
Business: -Hardware and software design and development; customer development assistance
-Hardware and software reference design production and sales
Hardware and software specification development, assessment and testing of control components for electronic appliances and motors of 2- and 3-wheeled electric vehicles.

1 Ceiling fan: A large fan attached to the ceiling of a room to circulate air and maintain even air temperature
2 Brushless DC motor: A motor that converts supplied electrical energy (voltage/current) into mechanical energy
3 Induction motor: An electric motor that produces torque by electromagnetic induction
4 Power factor: An indicator of how efficiently AC electric power sent along power transmission lines is used

【【For inquiries concerning this release】】

NEXTY Electronics Corporation, Public Relations team, Corporate Planning Dept.
E-mail address : nexty_contact@nexty-ele.com