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## **Mitsubishi Electric India to Acquire Stake in Gervigreind Data Science, Indian Software Startup Company**

*Will use no-code technologies to develop cost- and time-saving FA digital solutions*

**TOKYO, January 30, 2025** – [Mitsubishi Electric Corporation](https://www.mitsubishielectric.com) (TOKYO: 6503) announced today that its wholly owned subsidiary, Mitsubishi Electric India Pvt Ltd., will acquire a stake in Indian software startup Gervigreind Data Science Pvt. Ltd. (doing business as “Itanta Analytics”) to jointly develop and sell no-code\* data-analysis and report-generation applications. Under a collaboration agreement, Mitsubishi Electric plans to strengthen its FA digital solutions business and contribute to the digitalization of manufacturing sites by combining its factory automation (FA) equipment and FA solution software with its new partner’s cost- and time-saving applications.

Specifically, the applications will be combined with Mitsubishi Electric’s FA equipment and GENESIS64™, a supervisory control and data acquisition (SCADA\*\*) software developed by ICONICS, Inc., a wholly owned U.S. subsidiary of Mitsubishi Electric. The goal is to realize digital solutions using systems developed through simple no-code engineering. Leveraging its partner’s extensive application expertise, Mitsubishi Electric plans to further grow its FA digital solutions business globally.

As Mitsubishi Electric strives to accelerate its transformation into a “Circular Digital-Engineering” company, its FA systems business is investing in and cooperating with software companies to strengthen automation and digitalization in diverse manufacturing processes, including design, manufacturing, testing, operation and maintenance, ultimately to provide customers with best-in-class products and solutions.

In recent years, the manufacturing sector has faced challenges such as rising capital and labor costs, diversifying customer needs, and the need for further productivity improvements. In response, manufacturers are increasingly using digital technology and data. In particular, to reduce labor-intensive system-construction tasks and time, manufacturers are seeking development environments that are easy to build and do not require

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\* Platform for developing systems without requiring programming.

\*\* Software combined with programmable logic controllers and other automation products to monitor and gather data from productions sites.

complex programming. In India, where manufactures are experiencing high growth supported by government policies, but also rising labor costs and a shortage of available labor, there is a strong demand for software, such as data-analysis tools, which can be easily implemented to improve work efficiency.

Going forward, Mitsubishi Electric is committed to promoting open innovation by collaborating with innovative companies and cutting-edge technologies. Through diverse partnerships, the company is pursuing powerful solutions and continuous advancement to address the challenges faced by manufacturers.

**About Gervigreind Data Science Pvt Ltd.**

Gervigreind Data Science Private Limited, operating under the brand Itanta Analytics, is a developer of a no-code platform tailored for manufacturing analytics and industrial reporting. Founded in 2019 and headquartered in Pune, India, the company specializes in end-to-end solutions, from data acquisition to distribution, powered by its flagship no-code engineering approach.

CEO	Prasad Toke
Address	Ideas to Impact, Baner, Pune - 411 005
Establishment	December 2019
Main Business	Development and sales of application which enable data analysis and report generation with no-code engineering
Website	<a href="http://itantaanalytics.com/">itantaanalytics.com/</a>

**About Mitsubishi Electric India Pvt Ltd.**

Managing Director	Atsushi Takase
Address	3rd Floor, Tower A, Global Gateway, MG Road, Gurugram - 122002, Haryana, India
Establishment	September 2010
Main Business	Development, manufacture, sales and servicing of factory automation control-system products; sales and servicing of air conditioners and semiconductors
Website	<a href="http://MitsubishiElectric.in/">MitsubishiElectric.in/</a>

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**About Mitsubishi Electric Corporation**

With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Mitsubishi Electric enriches society with technology in the spirit of its “Changes for the Better.” The company recorded a revenue of 5,257.9 billion yen (U.S.\$ 34.8 billion\*) in the fiscal year ended March 31, 2024. For more information, please visit [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)

\*U.S. dollar amounts are translated from yen at the rate of ¥151=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2024