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 ELECTRIFICATION BUSINESS AREA ABB INDIA

## ABB INDIA

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**Q. ABB's Electrification business offers a wide-ranging portfolio of products, digital solutions and services, from substation to socket, enabling safe, smart and sustainable electrification. How is ABB's business shaping up in India? Which are the new technological innovation and digital efforts that ABB is successfully focused on?**

Over the past decades, ABB has invested across domains and has helped expand the overall manufacturing base in India. Our solutions have been developed in India with a vision to support the Government of India's Make in India policy. For the electrification business ABB's portfolio ranges right from low voltage solutions to medium voltage switchgears and technologies which go into the power distribution of these industries. The focus is now shifting from power generation to improving the power distribution vertical that will see a lot of investments in the near future. Smart energy distribution makes ABB the partner of choice for utilities, industries, transport and infrastructure. Our class-leading data centre power solutions that has been gaining quick momentum due to their space-saving, timesaving, energy-saving, cost-saving and infinitely scalable ability.

India is a high potential market for adoption of digital technologies. ABB Ability™ digital solutions deliver a safer, smarter, more sustainable electrical infrastructure by providing data-driven insights that enable you to reduce costs, increase comfort, and drive efficiency. Operators face all kinds of different challenges, ensuring continuous power distribution, keeping operational expenditure lowest and optimizing efficiency to improve plant sustainability.

ABB Ability™ solutions can help address all these challenges. It's simply a case of harnessing the data your operations are already producing to provide valuable insight that will enhance decision making.

ABB Ability™ Energy and Asset Manager is a state-of-the-art cloud solution that integrates energy and asset management in a single intuitive dashboard. Providing full remote visibility of asset and electrical system behavior. The solution provides insights that help you minimize cost and risk and maximize performance and safety across your operations.

ABB Ability™ Building Ecosystem is an open and scalable digital platform that fits with building needs, that enables optimization of space and to improve energy efficiency. This

energy management systems drive operational efficiency, reduce energy consumption by up to 40 percent, minimize costs, and increase occupant comfort.

**Q. What are the market's challenges, particularly in terms of cost, technical advancement, and getting raw materials?**

With today's market scenario, there are multiple challenges like management of logistics, component availabilities, forex costs and the most common one with supplies in electronics. All these factors with others effect the entire value chain in terms of costs, technical advancements, material procurement and several other factors.

**Q. Can you please describe the objective of the ABB Electrification tagline "Writing the future of safe, smart and sustainable electrification" in detail?**

With ever increasing urbanization and the world forging ahead to create a low-carbon future, ABB is supporting with digitally connected, ABB Ability™ enabled solutions and services.

We are shaping the future trends of electrification, differentiating through technological and digital innovation while delivering an outstanding experience through operational excellence for our customers across utilities, industry, buildings, infrastructure and mobility.

**Q. What are the new products showcased by ABB in the recent years?**

ABB's Electrification division provides a full range of medium voltage solutions for the utility, industrial and commercial customers with safe, reliable, and smart technologies for the distribution of electricity.

Recently ABB India has launched a new series of electrical measuring and power monitoring meters for the digital panel meter market. The newly introduced M1M11, M1M DS, M1M 20B and M1M 30B cover the main submetering easily and cost-effectively by powering quality monitoring requirements inside power factor correction boards, motor control centres or sub-distribution switchboards of commercial and industrial buildings.

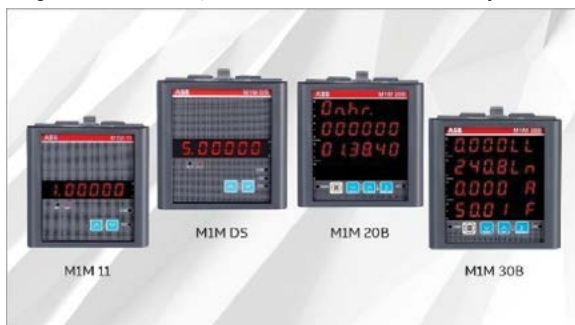
ABB provides a full range of low voltage solutions to connect, protect, control and measure a wide range of

electrical installations, enclosures, switchboards, electronics and electromechanical devices along with MV solutions. The business improves the reliability and efficiency of its customers' activities across all major industries including the residential sector

Recently at EL Asia 2022 ABB India Electrification Division launched a plethora of LV solutions for the Indian market

#### • Energy Meters

ABB offers a Comprehensive portfolio of meters. Complete range of Voltmeters, Ammeters & Network Analyzers



#### • Switches (Millennium and Zenit)

Premium Range of Switches, Slim line design 4mm, Made of Stainless Steel & Glass and Compatible with Free@home automation solution. More than 100+ functions along with international quality standard.



#### • ArTu K Smart & safe switchboard

#### ArTu K Smart & safe switchboard



##### Key features

- Compliance with IEC 61439-1 & 2
- Internal Arc complied as per IEC 61641
- Seismic test and Mechanical impact up to IK10 Complied
- Temperature Monitoring of Bus bars
- Floor mounted up to 6300 A
- Fully Bolted design
- Finger touch proof Design, Prevents Unauthorized Access
- Dust proof and Flexible Design

#### • Formula AIR Circuit Breaker

- 1) Simple and Intuitive graphical user interface
- 2) Rotatable terminals enabling efficient termination of busbar
- 3) Easy and faster installation of accessories



#### • Formula DSP MCCB

Compact

Easy installation

Energy efficient

#### • ABB Modular UPS





**Q. How is ABB contributing or adding to India's energy growth and development?**

We at ABB India are known for our sustainability culture and ethos. This culture has also been carried forward throughout the value chain of our stakeholders. Energy efficiency and innovating technology to decouple growth from environment impact is central to our sustainability.

Our prime focus is on advancing technology with energy efficiency both on the conventional energy and renewables. We develop products and solutions that make the production, transmission, distribution, and use of energy in various forms for utilities, industries, infrastructure, and transportation sectors more environmentally friendly.

ABB India offers a wide range of basic to advanced level smart metering solutions for efficient energy management in India. The range covers all requirements of low to medium voltage applications across industrial, commercial and residential segments. The meters are designed to cover all needs, from the measurement of basic electrical parameters to advanced power quality parameters.

Energy management is one of the biggest challenges in business applications and has a huge impact on the cost of operations. To ensure optimal energy efficiency, ABB India had launched a new series of electrical measuring and power

monitoring meters for the electrical market which is growing at a CAGR of 6% for the period between 2017 to 2023.

Our strategy for cutting energy consumption involves putting an emphasis on automation, using renewable energy sources where appropriate, making product components more environmentally friendly, and taking automation to the next level through digitalization.

**Q. What services are ABB offering to its customers, uniquely than other brands?**

ABB India a leading global technology company that energizes the transformation of society and industry to achieve a more productive, sustainable future. By connecting software to its electrification, robotics, automation and motion portfolio, ABB pushes the boundaries of technology to drive performance to new levels.

ABB's Electrification Business Area is a global leader in electrical products and solutions, operating in more than 100 countries, with over 200 manufacturing sites. With ABB Ability™ enabled digital solutions at its core, our portfolio protects, connects and optimizes the flow of electrical energy, including the integration of renewables and energy storage for smarter electricity distribution for utilities, industry, infrastructure and transportation. EM



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