



With a focus on sustainability and efficiency, CHINT is poised to play a pivotal role in India's journey towards a more resilient and sustainable energy future

says **Mr. Nitheen C. Nataraja**

Director - Sales & Marketing - Chint India Energy Solution Private Limited

in an interview to *Electrical Line*

Q-1. Can you elaborate as to how Chint developed its smart energy systems using the EIoT? How has it been beneficial to your customers?

Ans. At CHINT, we are guided by our 'One Cloud & Two Nets' business strategy, which focuses on the development of smart energy systems with the use of intelligent manufacturing and digital technology. As part of this strategy, we've developed the 'CHINT Cloud', which comprises the Energy Internet of Things (EIoT) and Industrial Internet of Things (IIoT) platforms - the two nets of the cloud - to facilitate digital application and services.

EIoT, specifically, incorporates more energy efficient systems to keep costs of IoT devices low. Examples of solutions that leverage the EIoT platform include predictive monitoring systems, smart meters, and cloud data storage services. At CHINT, a bulk of our solutions are EIoT-ready, able to connect with any open-source networks. This allows our customers to integrate our products with their existing energy system, preventing them from being brand locked.

Q-2. Given the diverse energy needs across different regions of India, how would you develop customized energy solutions to meet specific requirements, taking into account factors like climate,

infrastructure, and local regulations?

Ans. CHINT entered the Indian market in 2005 and we dedicated our time to comprehensively understand the market needs in the switchgear industry. Today, we are fully equipped to serve the Indian market and customers, offering end-to-end products and solutions for the electrical and automation industries.

CHINT has always been committed to developing products and applications that are effectively targeted at meeting smart energy needs, whether it is for a smart city, data centre, or any high-end industrial application. We have always been at the forefront of adapting to the latest market trends and requirements. Our engineers work closely with local businesses and consultants to gain a better understanding of their pain points and customize energy solutions tailored to the specific needs of each region. Navigating regulatory hurdles and obtaining the necessary permits and approvals isn't always easy - but with a local team who knows the ins and outs for the Indian energy regulatory landscape, we are well equipped for this.

CHINT is also one of the few companies which manufactures low carbon certified products, in line with governments' Go Green initiatives.

Q-3. Chint India Energy Solutions aims to expand its

market presence. How would you approach developing and executing a comprehensive market entry strategy for new geographic regions or market segments?

Ans. We have observed a notable shift in customer purchasing behaviour, with a clear preference for value-driven decisions over traditional brand loyalty. This is a defining moment in overcoming the monopoly in the growing Indian switchgear market. Several factors such as technological innovation, renewable energy deployment, and new energy regulations are driving a change in consumer behaviours - together, these developing trends will shape the future of India's smart energy landscape.

There is also a growing reliance on technology to optimize the efficiency and productivity of power generation infrastructure. And of course, the main shift is to make electricity clean - that is, generating it from renewable sources such as wind, solar, and biofuels.

By embracing these growing trends and leveraging technological advancements, we can collectively work towards a cleaner, more efficient, and sustainable energy future.

Q-4. How are switchgear innovating with the increasing demand for constant power supply?

Ans. In tandem with rapid

growth in its urbanization and industrialization sectors, India's switchgear market is undergoing a wave of innovation to address the rising demand for reliable power. The key areas of development include:

1 Smart Switchgear: The growing smart grid necessitates smarter switchgear. These advanced systems can handle the integration of fluctuating renewable energy sources and provide better data for management and maintenance.

1 Totally Type Tested Assemblies (TTA): This approach ensures rigorous testing of all components within a switchgear assembly, guaranteeing seamless compatibility and boosting overall system safety and reliability.

CHINT is ready to support India's growing demand for power with its comprehensive range of products and solutions spanning the entire spectrum of the electrical and automation sector. From grid infrastructure to microchip technology, CHINT offers solutions designed to effectively address the evolving needs of the power industry while reducing carbon emissions. With a focus on sustainability and efficiency, CHINT is poised to play a pivotal role in India's journey towards a more resilient and sustainable energy future.

Q-5. Can you share with us your success mantra which has enabled Chint to stay afloat in

such competitive markets?

Ans. CHINT's emphasis on product quality and strong after-sales service has driven our business in competitive markets.

Our commitment to customers goes beyond the mere exchange of products. We ensure that the entire lifecycle of our solutions meets the highest standards globally, from manufacturing through to installation and after-sales service.

Our low-voltage switchgear products adhere to the International Electrotechnical Commission (IEC) standards, which define the performance requirement for switchgear products. We not only comply with these standards, but often surpass them in order to meet the specific needs of various applications.

Automation plays a key role in our manufacturing process. CHINT products are primarily assembled by automated machines, minimizing human errors and ensuring consistent quality. CHINT also has a rigorous routine factory testing process that ensures the safety and reliability of products.

Founded in 1984, CHINT is a global green energy leader that accelerates innovation to meet the sustainability goals of businesses, governments and communities. CHINT is the desired partner that relentlessly pursues sustainable goals.