



## Lucy Electric India has made significant contributions to the power industry verticals in India by providing innovative and reliable medium voltage switchgear, automation solutions, and services

says Mr. Aneesh Thomas

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in an interview to *Electrical Line*

**Q-1. Can you elaborate on the various sectors where your specialized medium voltage switchgear and other allied products are highly sought after?**

**Ans.** In India, medium voltage switchgear and allied products are highly sought after across various sectors due to rapid industrialization and infrastructure development. Some key sectors where these products are in high demand include:

**1. Power Generation and Distribution:** With India's growing energy needs, there's a continuous demand for medium voltage switchgear in power plants and distribution networks to ensure efficient and reliable electricity supply.

**2. Renewable Energy:** As India focuses on increasing its renewable energy capacity, medium voltage switchgear is crucial for solar, wind, and other renewable energy projects to manage and distribute power.

**3. Infrastructure and Construction:** In infrastructure projects like airports, railways, and metro systems, medium voltage switchgear is essential for electrical distribution and control.

**4. Industrial Manufacturing:** Industries such as steel, cement, automotive, and textiles require medium voltage switchgear for their operations to control, protect, and manage electrical systems effectively.

**5. Commercial Buildings and Real Estate:** Medium voltage

switchgear is used in commercial complexes, malls, and residential projects for electrical distribution and safety.

**6. Oil and Gas Sector:** Medium voltage switchgear plays a vital role in oil refineries, petrochemical plants, and gas processing facilities to manage electrical power distribution and control.

**7. Data Centers:** With the growth of digital infrastructure, data centers require reliable medium voltage switchgear to ensure uninterrupted power supply and protect critical equipment.

Overall, the demand for medium voltage switchgear and allied products in India is driven by the need for reliable, efficient, and safe electrical infrastructure across various sectors.

**Q-2. How do you meet the challenge of offering cost-competitive but high-quality products in a highly price-sensitive market like India?**

**Ans.** Meeting the challenge of offering cost-competitive yet high-quality products in a price-sensitive market like India requires a strategic approach. Here are some ways to address this challenge:

**1. Efficient Manufacturing Processes:** Streamlining manufacturing processes to reduce production costs without compromising on quality can help in offering competitive prices.

**2. Localisation:** Establishing local manufacturing units can

help in reducing import costs, custom duties, and transportation costs, making the products more affordable for the Indian market.

**3. Value Engineering:** Optimizing product design and functionality to eliminate unnecessary costs while maintaining quality standards can help in offering competitive prices.

**4. Economies of Scale:** Increasing production volume can help in spreading fixed costs over a larger number of units, thereby reducing the cost per unit and making the products more affordable.

**5. Strategic Partnerships:** Collaborating with local suppliers, distributors, and partners can help in reducing operational costs and expanding market reach, thereby achieving cost competitiveness.

**6. Continuous Improvement:** Investing in research and development to innovate and improve product quality while reducing costs can give you a competitive edge in the market.

By implementing these strategies, you can effectively balance cost competitiveness with high-quality offerings to meet the demands of the price-sensitive Indian market.

**Q-3. What has been your contribution to your industry vertical and where do you foresee yourself in the coming next three years?**

**Ans.** Lucy Electric India has made significant contributions to the power industry verticals in

India by providing innovative and reliable medium voltage switchgear, automation solutions, and services. Our solutions have been instrumental in enhancing the efficiency, reliability, and safety of power distribution networks across various sectors.

Some of Lucy Electric India's contributions to the power industry include:

**1. Advanced Switchgear Solutions:** Offering a wide range of medium voltage switchgear solutions that meet the specific requirements of power generation, transmission, and distribution networks.

**2. Automation Systems:** Providing advanced automation and control systems that enable utilities to monitor, manage, and optimize power distribution networks more effectively.

**3. Digital Solutions:** Leveraging digital technologies and IoT-enabled solutions to improve asset performance, predictive maintenance, and overall operational efficiency.

**4. Training and Support:** Offering comprehensive training, technical support, and after-sales services to help utilities and customers maximize the value of their investments.

**5. Sustainable Solutions:** Promoting sustainable and eco-friendly solutions that help utilities reduce their carbon footprint and comply with environmental regulations.

As for the power distribution market in the coming three years, it is expected to witness significant growth and

transformation driven by factors such as:

**1. Renewable Energy Integration:** Increasing adoption of renewable energy sources like solar and wind power will drive the need for advanced grid infrastructure and smart grid solutions.

**2. Electrification Initiatives:** Government initiatives to promote electrification in rural areas and enhance energy access will create new opportunities for power distribution companies.

**3. Digital Transformation:** Rapid advancements in digital technologies, IoT, and AI will enable utilities to modernize their infrastructure, improve operational efficiency, and enhance customer engagement.

**4. Energy Storage:** Growing demand for energy storage solutions to support renewable energy integration, grid stabilization, and peak load management.

**5. Regulatory Reforms:** Continued focus on regulatory reforms, privatization, and market liberalization to encourage investments, competition, and innovation in the power distribution sector.

Overall, the power distribution market in India is poised for growth and innovation, and Lucy Electric India is well-positioned to leverage its expertise and solutions to contribute to this dynamic and evolving landscape.