



LS Electric's extensive experience and technological advancements from around the world provide a solid foundation for addressing the unique challenges and opportunities in India's dynamic electrical industry

says **Mr. Heung Soon Choi**
Country Head - LS ELECTRIC - India

in an interview to *Electrical Line*

Q-1. Can you elaborate on the sectors where your Smart Power Solution products and other allied products and accessories are highly sought after?

Ans. LS Electric's Smart Power Solution products are in high demand across various sectors in India, including power generation, transmission, distribution, renewable energy, industrial automation, and smart infrastructure development. Our solutions cater to the evolving needs of these sectors by providing reliable, efficient, and sustainable electrical equipment and systems.

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

Ans. LS Electric is committed to delivering value to our customers by striking the right balance by prioritizing agility, challenge, excellence in our operations, cost-effectiveness and product quality. Leveraging our global manufacturing capabilities and economies of scale, we optimize production processes to reduce costs without compromising on quality standards. Our smart automation factory for switchgear production enables us

to optimize manufacturing processes and enhance efficiency, allowing us to offer high-quality products at competitive prices. Additionally, our local presence in India allows us to understand the unique market dynamics and tailor our offerings to meet the specific needs and budgets of our customers.

Q-3. What contributions have you made to your industry vertical, and where do you see yourself in the next three years?

Ans. In the Indian electrical industry, LS Electric has been a pioneer in introducing innovative solutions that drive efficiency, reliability, and sustainability. Our contributions include the deployment of advanced technologies such as smart grid systems, energy storage solutions, and intelligent automation platforms. Collaborating with in-house R&D team and PT&T lab, we have developed cutting-edge technologies that address the evolving needs of our customers and industry verticals. Over the next three years, we aim to further strengthen our market presence by expanding our product portfolio, enhancing customer engagement initiatives, and fostering strategic partnerships to support India's ambitious energy

transition goals. Additionally, our new vision, 'Drive Change for 2030', emphasizes growth and innovation, driving us to grow more annually over the next decade while putting the market and customers first.

Q-4. How does your company prioritize sustainability and environmental responsibility in its operations and product offerings?

Ans. At LS Electric, sustainability is a core value embedded in our business practices. We prioritize environmental responsibility by implementing energy-efficient manufacturing processes, reducing carbon emissions, and promoting the use of renewable energy sources. Our smart plant in Cheongju, North Chungcheong Province, was recognized as a "Lighthouse Factory" by the World Economic Forum (WEF), highlighting our commitment to sustainability and innovation. The company also vows to uphold environment, social, and governance (ESG) management standards, ensuring that our operations align with global best practices. Additionally, we continually strive to improve our energy management solution (EMS) implemented at the factory to enhance energy efficiency. This

dedication to sustainability and environmental stewardship was the key reason LS Electric was awarded the Lighthouse Factory title, showcasing our leadership in driving positive change in the industry and beyond.

Q-5. In what ways do you foster innovation and research to stay ahead in the rapidly evolving electrical industry?

Ans. Innovation and research are at the heart of LS Electric's strategy to stay ahead in the dynamic electrical industry. Innovation and research are at the forefront of LS Electric's strategy to stay ahead in the dynamic electrical industry. Since 2011, the company has invested more than 20 billion won (\$16.8 million) to apply smart technologies to factory automation, AI-based real-time welding, and logistical robots. These investments have enabled us to enhance efficiency, quality, and safety across our manufacturing processes, positioning LS Electric as an industry leader in innovation.

Q-6. As the country head of LS Electric India, how do you envision leveraging the company's global expertise and local insights to drive growth and innovation in the Indian market?

Ans. As the country head of LS Electric India, I am committed to leveraging the company's global expertise and local insights to drive growth and innovation in the Indian market. LS Electric's extensive experience and technological advancements from around the world provide a solid foundation for addressing the unique challenges and opportunities in India's dynamic electrical industry. We believe that localization is the key. Our sister companies, LS Cable and LS Automotive, have already set up their manufacturing plants in Noida and Chennai, respectively. By aligning our global expertise with local market insights, we can develop tailored solutions that meet the specific needs of Indian customers while ensuring seamless integration with global standards and best practices. Collaboration with local partners, stakeholders, and government bodies will be key to our success as we work towards driving sustainable growth and delivering value to our customers in India. Our focus on innovation, customer-centricity, and operational excellence will continue to be the driving forces behind LS Electric's success in the Indian market.