ABB launches innovative new products and expands standard products range as part of its focussed growth strategy

Mumbai January 21, 2002:

Asea Brown Boveri (ABB) today announced the launch of several new and innovative products and solutions at Elecrama 2002. As a global leader in power and automation technologies ABB is all set to increase its standard product market penetration and spread in India. In line with this strategy ABB is expanding its range and launching several new low voltage products like the Electrical Installation Bus (EIB) concept for building automation, a new range of MCB’s, MCCB’s, ELCB’s, soft starters for motors and an array of electrical wiring accessories, switches, sockets, etc. for mass consumption.

ABB’s industrial IT philosophy for seamless, real-time manufacturing & management information integration involves the creation of mass-customised scalable, ‘building blocks’ across several functional categories called product suites. At Elecrama, ABB is displaying the Controller AC800M as part of its ControlIT Suite of Products and the Human System Interface as part of its OperateIT Suite of Products.

ABB is also introducing its indigenously developed and innovative reactive power compensator called STATCON. Many applications have variable loads and hence a static capacitor has limitations. STATCON, developed for low-tension applications can give step – less reactive power compensation, especially useful in cases of erratic and fluctuating loads. ABB has recently booked STATCON orders from TELCO for their Indica weld shop and others for windmill applications.

ABB is also showcasing its latest generation of energy efficient motors, drives, switchgear and innovative metering solutions as well as IT based solutions for power transmission & distribution system communications, monitoring and control.
“ABB has a long standing presence in India and has pioneered many technologies. We are now poised to accelerate our growth in the standard products market by adopting a more aggressive strategy by introducing world class products as well as expanding our offering range in India, where we have a tremendous potential” said Ravi Uppal, Managing Director, Asea Brown Boveri.

“Besides forming an integral part of the system solutions we aim to considerably increase our market reach and penetration for standard products, through our fast expanding channel partner network and web based offering” added Bazmi Husain, Head of Automation Technology Products division in India.

ABB (www.abb.com) is a global leader in power and automation technologies that enable utility and Industry customers to improve performance while lowering their environmental impact. ABB has 160,000 employees in more than 100 countries. (End)

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