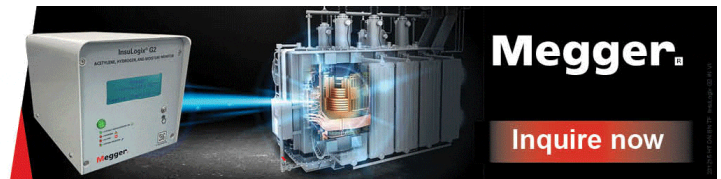




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We Are Very Optimistic Of Expanding Our Switchgear Business: Panasonic Life Solutions India

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In this exclusive interaction, we have **Yogesh Verma, Vice President & Business Unit Head – Switchgear, PEWIN, Panasonic Life Solutions India**, discussing the company's switchgear business where products are branded under both "Panasonic" and "Anchor". Verma gives insights into the existing product portfolio, including the recently launched "UNO Plus" range, and discusses new switchgear products in the offing. Yogesh Verma asserts that Panasonic is committed to the "Great India, Safe India" mission by offering world-class and safe switchgear products.



Yogesh Verma

Let us start by understanding the broad range of switchgear / circuit protection devices in your current portfolio?

At Panasonic Life Solutions India Ltd, our Switchgear Business Unit produces and delivers a comprehensive range of circuit protection devices for residential, commercial, and industrial applications. Our offerings include MCBs, RCCBs, RCBs, isolators, changeovers, and distribution boards for final electricity distribution, as well as MCCBs, timer switches, and modular contactors for industrial needs.

We note that Panasonic now also makes RCBO. What is main function of an RCBO and how is different from RCCB?

The RCBO (residual-current operated circuit breaker with overcurrent protection) combines the functions of an RCCB and an MCB in one unit, providing triple protection. It detects earth leakage faults and protects against overcurrents, overloads, and short circuits. This comprehensive protection makes the RCBO highly effective in safeguarding

electrical circuits and equipment.

We understand that ELCB was gradually phased out, to be replaced by RCCB. Do you foresee that RCBO will eventually take over RCCB?

Modern RCCBs are more sensitive and reliable than earlier ELCBs. RCBOs, with their integrated triple protection and simplified installation, are likely to replace RCCBs in the market. However, factors such as cost, specific applications, and unit size will influence their adoption.



How has been the response to “UNO Plus” launched around 2-3 years ago? We recall that “UNO Plus” had several superior features like line-load reversibility, etc.

It has been almost two years since the launch of our UNO Plus range, which has been well-received in the market due to its additional features. The UNO Plus MCB offers line-load reversibility, providing flexibility for panel builders in layout design. Additionally, the large cable cross-sectional areas on both the line and load sides help optimize wiring costs with aluminum conductors. We are on track to expand our UNO Plus switchgear range with additional accessory products soon.

The Panasonic “time switch” appears to be a relatively new launch. Tell us more.

Yes, we recently launched a digital timer switch in our UNO range. This two-module product features an LCD display and offers both single and dual relay options with a maximum switching current of 16A. It supports up to eight weekly and daily programs and includes permanent override ON/OFF and holiday setting modes.

We observe that Panasonic markets its switchgear under the “Anchor” as well as “Panasonic” brands. What is the market segmentation as far as these two brands are concerned?

Anchor and Panasonic brands complement each other in providing comprehensive solutions for all market segments. Anchor primarily serves the mid and economy segments, while Panasonic caters to the premium segment. Together, they ensure that all customer needs are met effectively.

Please discuss how Panasonic is working towards creating general awareness of the importance of circuit protection devices.

Panasonic creates awareness about circuit protection devices from various channels:

- Marketing campaigns like digital advertising, TV channels.
- Events like nukkad meetings
- Developing technical material stating importance of switchgears and open-forum discussions in dealers' meets, etc
- Consistently running our ACE (Anchor Certified Electricians) Programme whereby giving in-depth technical awareness to our main influencers, which are electricians

Some distribution utilities have made the use of RCCB/RCD mandatory. What is your view?

The mandatory use of RCCBs is crucial for ensuring human safety, and it is anticipated that similar guidelines will soon be adopted across the continent.

We recall that switchgear manufacturing was to begin at Panasonic's Sri City facility that was inaugurated in April 2022. Has it already?

Our Sri City facility, operational since 2022, features state-of-the-art infrastructure with advanced manufacturing processes and strict adherence to quality standards. Initially this was set up for producing wiring devices to meet diverse consumer needs, but we are now exploring opportunities to expand our product portfolio for power products at this South India facility.

How do you see the switchgear business of Panasonic Life Solutions India Ltd complement the other verticals like wiring devices, lighting, etc?

The synergy between Panasonic's switchgear business and its wiring devices, lighting, and cables provides customers with integrated electrical solutions. This coordination simplifies the management of electrical systems, enhancing efficiency in residential and commercial applications. As a result, customers benefit from easier procurement, installation, and maintenance.

Can we expect new and innovative switchgear launches by Panasonic in the near future?

We are currently developing new products for our UNO Plus range of switchgears. Additionally, we plan to introduce more industrial products to the electrical market under the Panasonic brand soon.


How do you see the years ahead for the switchgear business of Panasonic? What will be your major demand drivers? Please also discuss your plans of expanding and deepening your pan-India presence.

We hold high optimism for the expansion of our switchgear business, aiming to contribute to the "Great India, Safe India" mission by offering world-class, safe, and top-quality switchgear products. With the increasing infrastructure growth and higher consumer awareness of the critical role of SWG products, demand is expected to grow at a double-digit rate over the next 3-5 years. We are committed to positioning "PEWIN SWG" as a manufacturing hub to meet both domestic and global demand, aligning with our vision for a safer and more prosperous India.


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