

Siemens Ltd. announces launch of 10 value-based products for Indian market

Strengthens SMART portfolio of high-performance products with optimum features yet competitive prices.

Siemens Ltd. announced the launch of 10 value-based products, doubling its SMART portfolio to 20 since the first products were launched in 2009-10. The Siemens SMART portfolio comprises products that are simple-to-use, maintenance-friendly, affordable, reliable and timely-to-market.

The newly-launched products are: Sinamics V50 LV Drives, SIBAG Vario belt – For baggage conveyor at small airports; 420kV, 63kA horizontal double break (DBR) isolator; 145kV to 420kV, 50kA isolators; medium voltage gas insulated switchgear (GIS) – Type 8DA/B up to 36kV; 145kV HV air-insulated switchgear (AIS) circuit breaker; 245kV HV AIS circuit breaker, feeder remote terminal units (FRTU); geared motors and the MP450 X-ray generator.

The products are targeted at a range of verticals – aviation, power distribution, building, infrastructure, healthcare, material handling, manufacturing and industrial applications.

The SMART products are either completely indigenous or have varying levels of localization with features designed to meet domestic customer specifications. In all, Siemens Ltd. plans to launch 64 SMART products over the next two years.

Dr. Armin Bruck, Managing Director, Siemens Ltd., “There is an optimum balance between features and cost. These products are high in performance and are cost-competitive, have a very high utility value and are available at price points that a vast majority of customers in India can afford. Our plan is to completely localize the value chain.”

Siemens Ltd. saw its order intake for SMART products double in 2011 as a percentage share of total new orders from 5% in 2010 to over 10% of total order intake. It has set a sales target of Euro 1 billion by 2020. The company plans to launch another 10 products in 2012. The total size of the value-based product market in India is seen at Euro 21 billion or 70% of the total market for products relevant to Siemens.

Siemens Ltd.

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About Siemens Ltd.:

Siemens Ltd., in which Siemens AG holds 75% of the capital, is the flagship listed company of Siemens AG in India. Siemens in India including Siemens Ltd. comprises 17 legal entities, is a leading powerhouse in electronics and electrical engineering with a business volume aggregating about Rs. 12,000 crore. It operates in the core business areas of Industry, Infrastructure & Cities, Energy and Healthcare. It has a nation-wide sales and service network, 20 manufacturing plants and employs about 17,500 people.

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