

Crompton Unveils “TechWithHeart”, Elevating Everyday Living with Smart and Energy-efficient Solutions

Category: Business

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Crompton Greaves Consumer Electricals Ltd., a pioneer in consumer electrical solutions continues to drive industry leading transformation with cutting-edge innovations leading to higher energy efficiency, performance and durability in its product offerings, thereby enhancing the overall consumer experience. Last week, on 20th February the company unveiled **TechWithHeart** innovations, reinforcing its commitment to consumer-centric products that have been indigenously

developed and manufactured.



Crompton Launches “TechWithHeart” for Smarter, Energy-efficient Living

‘TechWithHeart’ represents Crompton’s mission to create smart, responsible and high-performance solutions tailored to meet consumer needs. From fans that deliver high performance while ensuring progressively higher energy savings, to pumps that provide consistent and reliable water flow, every product is developed keeping the consumer at the heart of it.

At the Press Event held at its new corporate office in Mumbai last week, on 20th February the company's leadership team unveiled #TechWithHeart.

- **TechWithHeart:** Crompton delivers technology that truly matters – enhancing comfort, convenience, and energy efficient homes in India
- **Consumer-centric innovation:** Crompton’s TechWithHeart

innovations are rooted in a deep understanding of consumer needs & preferences with each solution designed to make their lives simpler, smarter and more convenient

- **Strategic investments for growth:** A significant increase in R&D investments, with a team of over 200 dedicated R&D personnel, demonstrates the company's commitment to market leadership and growth
- **'Made in India, Built for the World':** Indigenously designed & developed, locally sourced, leveraging India's supply chain might

With a strong focus on next-gen technologies and sustainable innovation, the brand is shaping the future of the electrical consumer durables industry through its latest suite of products.

Leading the fan industry with energy-efficient innovations

Crompton sells a fan every two seconds, with more than 2 crore fans sold in FY24. The company today introduced the below platforms:

- **NUCLEUS Platform** – Crompton launched NUCLEUS, an in-house advanced BLDC platform enhancing product performance, reliability, and efficiency. This platform consists of an efficient motor, robust electronics and smart connectivity. These products have been rigorously tested to ensure consistent performance in varied operating conditions. Being a completely indigenous platform, it is scalable across a range of products
- **XTECH Platform (From Classic to Cutting-edge)** – Crompton, the leader in induction fan technology for several decades, unveils the XTECH platform that deliver higher energy efficiency and durability. Designed, developed and 'Made in India', this platform reinforces

Crompton's leadership with a robust local supply chain network and a commitment to continued innovation

These next-gen products are indigenously brought to life and rigorously tested across diverse weather conditions.

Expanding leadership in the residential, agricultural and solar pumps categories

Crompton provides reliable water pumping solutions across residential and agricultural sectors. As the **leading brand in India's residential pumps**, the company is expanding its footprint in response to the rising demand for irrigation and urban water solutions.

- **Residential & Agricultural Star-Rated Pumps** – Crompton's range of energy-efficient pumps is designed to deliver high flow rates while minimizing electricity consumption. The line-up includes portfolio of both residential & agricultural pumps, all engineered for optimal efficiency and performance. The company is committed to providing energy-efficient solutions. Ahead of mandatory regulations, Crompton already offers a large portfolio of 190+ BEE star-rated pumps
- **Solar Pumps** – Reinforcing its sustainability commitment, Crompton has launched solar pumps, deploying over 5,000 units in the first year of launch to help farmers' access sustainable water solutions. With government initiatives like PM-KUSUM scheme driving rapid solar adoption across the country, Crompton is at the forefront of providing sustainable pumping solutions



Prommeet Ghosh, MD and CEO at Crompton introduces the Nucleus Platform

Prommeet Ghosh, MD & CEO, Crompton Greaves Consumer Electricals Ltd., said, *"At Crompton, we are shaping the future of consumer electricals with consumer-centric innovation at our core. We continue to introduce advanced solutions that seamlessly integrate technology, performance and are designed to meet the evolving consumer needs, while emphasizing durability and easy reparability of our products. Our latest innovations bring in efficiency in induction and BLDC fan technologies, providing smart solutions that are future forward. Sustainability is at the heart of the next-generation technology platforms that are being introduced as part of our 'TechWithHeart' innovations."*

About Crompton

With a brand legacy of over 85 years, Crompton Greaves Consumer Electricals Ltd. is India's market leader in the category of fans and residential pumps. Over the years, the

organization has continuously strived to produce a range of innovative products that cater to the modern consumer including superior quality and high-performance fans, pumps, lighting solutions and a range of other categories like water heaters; air coolers; small kitchen appliances like mixer grinders, air fryers, OTG, electric kettles etc.; other home appliances like irons & built-in kitchen appliances. The company has further invested in brand and innovation to not only better understand and meet consumer needs, but to also help drive energy efficiency. The consumer business also has a well-established and organized distribution network driven by a strong dealer base across the country offering a wide service network and robust after sales service to its customers.

The companys consistent dedication to developing energy-efficient products has led to significant recognition. It has been honored with three prestigious National Energy Consumer Awards (NECA) by BEE, Ministry of Power. The recent award was presented by the Hon'ble President of India, Smt. Droupadi Murmu for the companys storage water heater in 2023. In 2019, the brand won in two categories: Ceiling Fans and LED Bulbs. Additionally, it was recognized as one of Indias Best Managed Companies 2022 by Deloitte Private and listed among 'India's Top 500 companies 2022' by Dun & Bradstreet India. The company has also been featured in Brand Top 75 most valuable Indian brands list for 2020 released by WPP and Kantar. Furthermore, Crompton was also recognized as the Brand of the Decade 2021 by Herald Global and BARC Asia in the Consumer Electrical category.

