



Prysmian Group confirms its strong interest in the Indian market

BENOIT LECUYER

Prysmian group, the worldwide leader in energy and telecommunication cables, acquired General Cables in 2018, reinforcing its innovation and R&D expertise. The group turnover is now \$11 billion with 30,000 people to the service of its clients.

Prysmian confirmed in 2018 its strong interest for India. The goal is to increase its Indian presence besides its two existing structures in the country, localizing more dedicated solutions, to the Indian needs. A deep listening of the clients enabled us to deepen our market knowledge, identifying the key decision makers, understanding the criteria choices, to complete our roadmap, select the business units we will focus on. We are enthusiastic to map out the actions plan so that India could be, in the next 7 years, in the top 10 countries of Prysmian's sales turnover.

India today consumes 8 per cent of the worldwide energy. The needs increase sharply and the energy mix will change widely in the future. Thanks to the strong will and effort of the government, \$10 billion have been spent so far in the renewable energies, reducing emissions and mitigating climate change.

A strong impetus has been placed on solar and wind farms will, thanks to government incentives, namely the creation of the International Solar Alliance (ISA). Already 62 GW are currently in use, it will increase to 175 GW within 2022, out of which 100 GW in solar, 60 GW in wind, 10

in biomass and 5 GW in hydropower. We acknowledge India's strong motto " One World, One Sun, One Grid " that embodies in an efficient and effective energy transition.

Innovation: In all these areas, Prysmian proposes innovative cable solutions, thanks to a longstanding track record of offering our customers proven cost-effective cable designs. Prysmian listens and work closely with the key accounts, and is a trusted partner to the growing



Inside view of Prysmian Group's cable plant at Gron, France

industries, offering HVAC, HVDC cables, or turnkey solutions.

Prysmian group constant drive for innovation is a daily philosophy at the group level, to provide top quality cables. For example, array cables of 66kV instead of 33kV, with EPR insulation transport more power, reduces the cable length, and consequently the total investments—increasing our client's productivity.

The constant drive to research and use of innovative materials include the environment criteria. For example, P-Laser is an eco-friendly cable, with higher performance

than XLPE, using HPTE (High Performance Thermoplastic Elastomer Polypropylene)-based insulation. P-Laser insulated cables withstand increased operating temperatures by over 20 per cent., abiding to fluctuating demands in harsh environments. P-Laser production process utilizes zero gas technology reducing CO₂ emissions by 1 tonne per km; even degassing is no more required.

Another innovation example is the use of Prycam standalone or on-cloud Prycam devices to measure partial discharge, without service interruption. It eases the assets management, helps the prevention maintenance strategies and allows savings for utilities. It reduces maintenance costs, and matches the smart cities requirements.

We are also working on ultra high voltage DC systems aiming to develop an 800kV extruded solution, always keeping in mind sustainable solutions, to reduce power dissipation, or power losses.

Prysmian group engaged in partnership and R&D scientists to use nanotechnologies in power, control and instrumentation application, improving mechanical resistance, low weight, chemical inertness, high degree of flexibility, electrical and heat conductivity.

All these initiatives allow Prysmian to propose dedicated, innovative and complete solutions for select markets. ■

*Benoit Lecuyer is CEO,
Prysmian India*