

## INTERNATIONAL MARKETING OF INDIAN ELECTRICAL EQUIPMENTS IN POWER DISTRIBUTION SECTOR

**Thangamani.T**

*PhD – External, Department of Business Administration, Annamalai University.*

**Dr.M.Karmaraj**

*Asst Professor – Annamalai University, Chidambaram, Tamil Nadu.*

**Dr.Maran**

*Dean, Sai ram Institute of Management – Chennai.*

### 1. Introduction of Electricity Distribution's Products Market.

This particular market is specializing the products used for distribution of electricity. The examples are transformers, cables, transmission lines, switchgears, capacitors, energy meters, instrument transformers, surge arrestors, stamping and lamination, insulators, insulating material, industrial electronics, indicating instruments, winding wires etc. The products are commonly known as T&D products.

The Indian electrical equipment industry, in particular about transmission & distribution (T&D) India's export were around USD \$ 4.6 bn in 2011-12 as per report from Elecrama – 2014, the international exhibition of electrical and industrial electronics industry.

The scope of research is to find out market for the products related to distribution of electricity.

### 2. Essentiality of International Marketing, Especially Electricity Distribution Products.

In General, International Marketing is becoming important in today's world of business. One reason it would become of importance is the cause of a business life cycle. But if we say specifically, products used for Electricity distribution, the business life cycle will be short.

The main reason is once the area is developed or saturated in electrification, The manufacturer will not much scope for their products which is supplied in that particular area. The business life cycle will be short and no more scope for improve the productivity. Now, with International Marketing research, we can explore the export market for Electricity distribution products internationally and redo the business's life cycle.

Not only to increase the business life cycle, the following factors also considered for international marketing

From the point of production	Locate near a source of supply, Utilize old machinery Utilize lower costs in manufacturing
From the point of R&D	To be close to new technology and trends in customer desires Respond to a request for the firm's products from foreign sources
From the point of Marketing	keep foreign sellers from gaining a competitive advantage Obtain a foothold in foreign markets for the future
From the point of top management	Build market share and reduce overhead Maintain the firm's size, to have business become more diversified

Electricity distribution products manufactured by Indian will have the relative low cost but high tech facilities with a huge population of technically educated and skilled manpower ensured.

Because of Indian products are remained in the forefront of value engineering – developing frugal technologies with combines the best of engineering and a competitive price, there by opening multiple vistas and markets within price sensitive and developing nations.

And this is giving the intuitive research in international marketing. And Government of India also attain the market by conducting international exhibition with theme of “Go Global” and the objective was to showcase to the world, the strengths and capabilities of Indian manufacturers. The recent 9<sup>th</sup> International exhibition for T&D products were conducted in Jan 2014.

### 3. Selection of Region

With ref to recent international meeting for Electricity distribution products in Bangalore by Govt of India. Most of manufacturers are focused to export of their products in Africa, Sudan, Gambia, Mauritius, Bangladesh, Kenya, Mozambique, Nigeria, Zambia, Malawi regions. All the country has their own specification and asset management system to meet their local requirements.

Without selecting the specific region, it merely waste to conduct the international marketing research of the electricity distribution products. Because the electricity distribution sector, including key decision and policy makers, regulators, officials of power utilities, representatives of funding agencies, Technical specialists and consultants, electrical equipment buyers, engineering project contractors and members of the academic community.

These are the elements of consideration, when the international marketing of Electricity distribution products. Hence it is necessary to go descriptive research for each and every particular country or state or Electricity distribution companies.

This particular research to select the region where most of the Indian manufacturer are not focused, If the selection of particularly country or state or Electricity distribution company, and going for in-depth research to meet the objectives of research. For this particular research is planned for the region “Oman’s Electricity Distribution Market”

### 4. Objects of the Research

In developing technologies, the products used in transmission and distribution of electricity (T&D Products) will be have lot of changing in design to meet the requirements of utilities sector, avoiding electrical loss, electricity theft, meet resent technology, price competition, etc. These factors will lead to do continuous marketing research to the every particular market. Hence the objects are designed to meet the practical requirement and show the clear to way to export the products to Oman.

The object of the study is to find out answer or insights for the following questions

#### 1. Product Identification

- a. What are products, so far not supplied to Oman’s Electricity distribution market?
- b. Why it is not supplied? What are the recommendations?

#### 2. Product Development

- a. What are products is required to address the current issue and technological development

#### 3. Design of Distribution Channel

- a. What are products, needs to design the distribution channel

#### 4. Analysis of Market Entry Methods

- a. Finding out the recommended ways to enter Oman’s electricity distribution market.

## 5. Analysis of Trade Restrictions

- a. Finding out the recommended ways to enter Oman's electricity distribution market.

## 6. Details of Products in Electricity Distribution Sector

To get market potential of particular country, the details of products are grouped in the manner to evaluate the market positioning. This research plans to categorize the products as follows

1. Listing the products
2. Market share of Indian product
3. Recent technology issued
4. Innovation area for development
5. Customer needs

The products will be analyzed for its demand estimation, demand-supply analysis, pricing, marketing strategy formulation, product differentiation and product positioning, package requirement etc.

This will lead to get more than 100 engineering products in the main categories like cables, Transformers, Switchgear, energy meters, measuring instrument, Protective equipment, transmission line material, Termination & joints etc.

## 5. Research Design

It is an exploratory research of products used for electricity distribution in region of sultanate of oman. In this region, electricity distribution expansion is going tremendous growth. The annual increase of primary substation is indicator for the growth. In this electricity distribution sector, there more than 100 products are there and all are to be approved to by the local authorities.

1. List out the products used in particular sector
2. Preparing a suitable questionnaire to get details of products from various contractor at oman
3. Analysis the data collected as per recommended calculation
4. Presenting the data and outcome of the research

## 7. Conclusion

The ultimate aim of the research, to use the opportunity given through international exhibition of Electricity distribution products, by Govt of India. This international marketing research will come with products, which are not supplied by Indian manufacturers and assist the T&D products industry to reap the benefits in gaining market share in Oman as one of fast developing country.