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## A Comparative Marketing of Product (GCB) Gas Circuit Breaker in Different Electrical Companies in Nashik Region, Maharashtra, India

Vishal Waman Wagh

Assistant Professor, Aissms Institute of Management, Pune, Maharashtra, India

### Abstract:

*AFTER BEING in the doldrums towards the end of the 1990s, the Indian electrical equipment industry is seeing a revival in the last couple of years with the growth rate averaging 7 per cent per annum. The next two year should see a double digit growth rate, says J.G. Kulkarni, President of the Indian Electrical and Electronics Manufacturers Association (IEEMA). The Indian power sector is witnessing several changes in the business and regulatory environment. The legal and policy framework has changes substantially with the enactment of the Electricity Act 2003. In the foreseeable future, India faces formidable challenges in meeting its energy needs. Recently, a draft integrated energy policy has been issued, which addresses all aspects including energy security, access, availability, affordability, pricing, efficiency, environment and after sales services. To meet the twin objectives of ensuring availability of electricity to consumers at competitive rates, as well as attract large private investment in the sector, a new Tariff policy has also been issued. The power sector thus offers a mixed bag of challenges and opportunities to players and NTPC would continue to review its business strategy and portfolio in light of these changes.*

**Keywords:** Security, access, affordability, pricing, efficiency etc.

### 1. Introduction

The electricity sector in India had an installed capacity of 225.133 GW as of May 2013, the world's fifth largest. Captive power plants generate an additional 34.444 GW. Non Renewable Power Plants constitute 87.55% of the installed capacity, and Renewable Power Plants constitute the remaining 12.45% of total installed Capacity. India generated 855 BU (855 000 MU i.e. 855 TWh) electricity during 2011–12 fiscal.

In terms of fuel, coal-fired plants account for 57% of India's installed electricity capacity, compared to South Africa's 92%; China's 77%; and Australia's 76%. After coal, renewal hydropower accounts for 19%, renewable energy for 12% and natural gas for about 9%.

### 2. Objectives

- 1) To Study and analyse Sales of Product GCB in different electrical companies.
- 2) To Study Market Share of Product GCB in different electrical companies.
- 3) To Study Sales Service of Product GCB in different electrical companies.

### 3. Area & Scope of Study

Nashik region can be selected as Research Area including five Districts in Nashik region Dhule, Jalgaon, Nandurbar, Ahmednagar, and Nashik. It also includes 12 Talukas of Nashik District. There is a huge scope of research in Electrical industries in Nashik region. Most of the Companies are Multinational companies produced product Gas Circuit Breaker (GCB) can also be Export in National & International Areas of Market like For Indian subcontinent, Bangladesh, Sri Lanka and Myanmar. For Middle East, Malaysia, Thailand, South Korea, Australia. For South America, Brazil, Argentina etc. So there is a Huge Scope of Electrical Industries in future also.

### 4. Research Methodology

- Research Method: - Descriptive Research Method
- Sampling Technique: - Sequential Sampling
- Sample Size: - 100 Dealers in Nashik
- Data Type: - Primary & Secondary data
- Tool for Data Collection: - Questionnaire for 100 Dealers

## 5. Review of Literature

In (1982) EPRI concluded a two and a half year study on potential GCB replacements. Interestingly, the reasons for looking for a replacement at that time were not the concern of Global Warming – but the high cost of SF6, its relatively high boiling point and its sensitivity to surface imperfections and particles. The goal is to use molecular modeling tools to investigate potential alternatives to SF6. The project is scheduled to run from October (2000) to September (2003). The present funding mechanisms for the project limit what results can be shared publicly. EPRI will track further developments and report on what findings are made available. In the manufacturing sector, the scope of comparative analysis of SF6 GCB is perhaps best illustrated by Croom, Romano and Giannakis (2000), who identify different factors of research literature that have converged on the topic—including Technical parameters, Features, Market share, Sales growth rate, and Customer retention. Alexander, Cross and Hill (2002) highlight some major weaknesses of the existing literature and propose that conceptual comparative analysis in Electrical industries models be developed based on a context-practices-performance framework. Cigolini, Cozzi and Perona (2004) propose a new conceptual framework for comparative analysis in Electrical industries strategies and introduce a set of corresponding management techniques and tools

## 6. Data Analysis & Interpretation

### 6.1. Sales Comparison of ABB V/S CGL

YEAR	ABB	CGL
SALES in Rs. CRORES		
2011-2012	285	242
2012-2013	300	267
2013-2014	375	274
2014-2015	382	310
2015-2016	470	445

Table 1

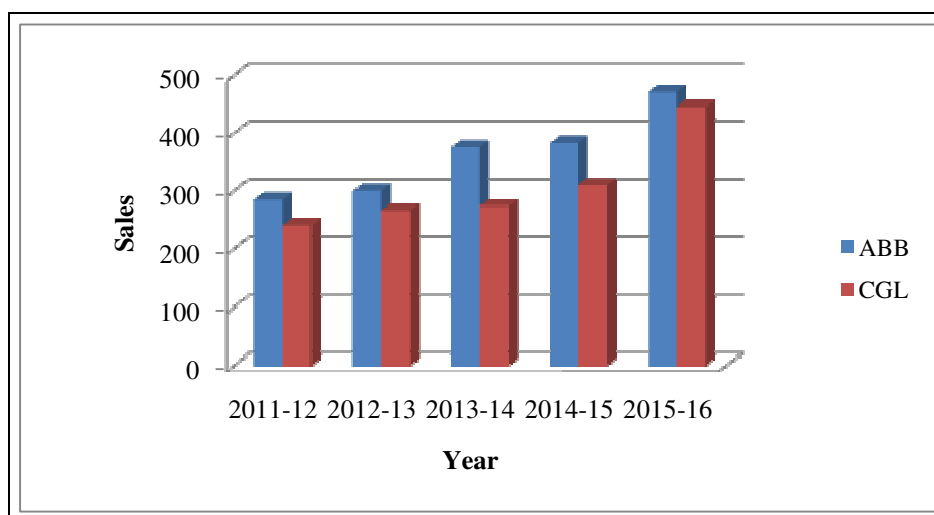


Figure 1

- Interpretation: - In Fig. Sales of ABB are continuously increasing at faster rate compared to CGL. During the periods 2011-12 to 2015-16 maintaining its leadership in market. In 2015-16 Sales of ABB is 470 Crores, while CGL is having 445 Crores.

### 6.2. Sales Comparison of Siemens V/S Schneider

YEAR	SIEMENS	SCHNEIDER
SALES in Rs. CRORES		
2011-2012	242	158
2012-2013	267	200
2013-2014	274	187
2014-2015	310	164
2015-2016	445	305

Table 2

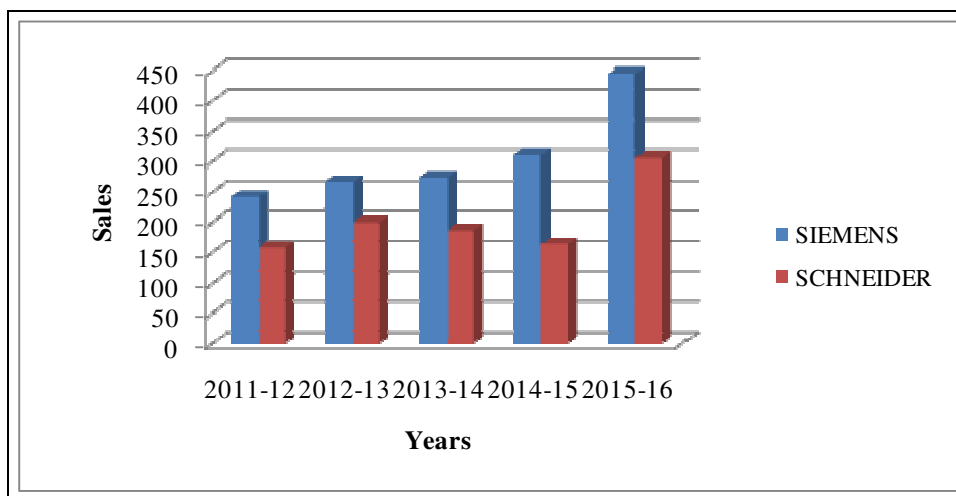


Figure 2

- Interpretation: In Fig. Sales of SIEMENS are continuously increasing at faster rate. During the periods 2011-12 to 2015-16 maintaining its leadership in market. In 2015-16 Sales of CGL was highest about 445 Crores, while SCHNIEDER was having 305 Crores.

6.3. Market Share for Year 2011-2012 (W.R.T.GCB)

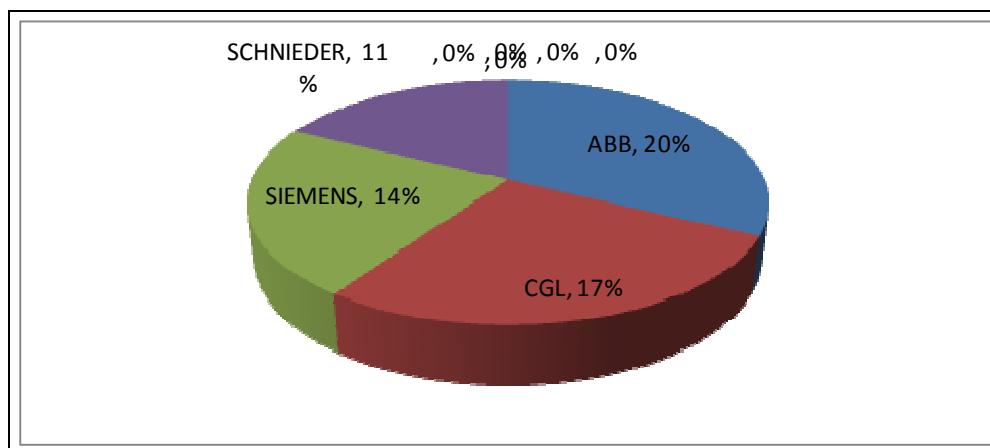


Figure 3

COMPANY	ABB	CGL	SIEMENS	SCHNEIDER
MARKET SHARE %	20%	17%	14%	11%

Table 3

- Interpretation: The highest Market Share in the year 2011-12 is of ABB having 20% Market Share comes in the 1<sup>st</sup> rank, CGL having 17% Market Share comes in 2<sup>nd</sup> rank. And SIEMENS comes 3<sup>rd</sup> rank having 14% Market Share

6.4. Market Share for Year 2012-2013 (W.R.T.GCB)

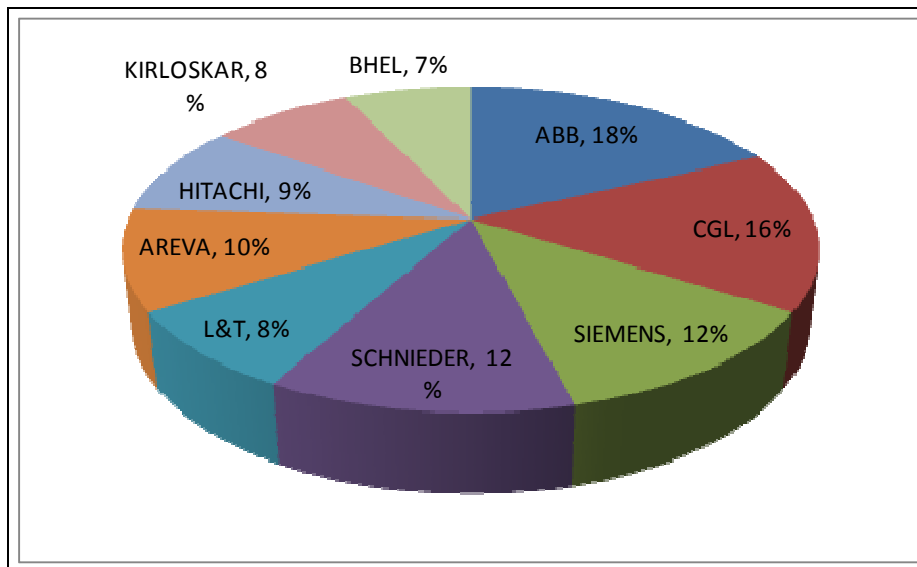


Figure 4

COMPANY	ABB	CGL	SIEMENS	SCHNEIDER
MARKET SHARE %	18%	16%	12%	12%

Table 4

- Interpretation: In Fig. The highest Market Share in the year 2012-13 is of ABB having 18% Market Share comes in the 1<sup>st</sup> rank, CGL having 16% Market Share comes in 2<sup>nd</sup> rank. And SIEMENS & SCHNEIDER comes 3<sup>rd</sup> rank having 12% Market Share each.

6.5. Sales Service of the Product (GCB)

Quality	Excellent	Very Good	Good	Average	Poor
No. of Dealers	30	35	25	06	04

Table 5



Figure 5

- Interpretation: - Fig. shows that, maximum 35 dealers said that quality of product are very good and 30 dealers said that quality of product is excellent.

**7. Findings & Observations**

1. Sales of ABB are continuously increasing at faster rate compared to CGL. During the periods 2011-12 to 2015-16 maintaining its leadership in market. In 2015-16 Sales of ABB is 470 Crores, while CGL is having 445 Crores.
2. Sales of SIEMENS are continuously increasing at faster rate. During the periods 2011-12 to 2015-16 maintaining its leadership in market. In 2015-16 Sales of SIEMENS was highest about 445 Crores, while SCHNIEDER was having 305 Crores.
3. The highest Market Share in the year 2011-12 is of ABB having 20% Market Share comes in the 1<sup>st</sup> rank, CGL having 17% Market Share comes in 2<sup>nd</sup> rank. And SIEMENS comes 3<sup>rd</sup> rank having 14% Market Share
4. The highest Market Share in the year 2012-13 is of ABB having 18% Market Share comes in the 1<sup>st</sup> rank, CGL having 16% Market Share comes in 2<sup>nd</sup> rank. And SIEMENS & SCHNEIDER comes 3<sup>rd</sup> rank having 12% Market Share each.
5. Maximum 35 dealers said that quality of product is very good and 30 dealers said that quality of product is excellent.

**8. Conclusion**

According to the data analysis, ABB and CGL are Market Leader and SIEMENS and SCHNIEDER are Market Challenger. There is a competition in market for different kV's Circuit Breaker manufactured by different competitors ranging from 72.5 to 420 kV. With increasing industrialisation and globalisation the SF6 Gas circuit breaker market has large scope and is expected to increase at brisk pace in the coming future.

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