



REF:INABB:STATUT:LODR:PRESS REL:

October 7, 2020

BSE Limited
P.J. Towers
Dalal Street
Mumbai 400 001
(Attn : DCS CRD)

National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor
Plot No. C/1, G Block
Bandra-Kurla Complex, Bandra (E)
Mumbai 400 051

Attn: Listing Dept.

Dear Sirs

Sub: Press Release

We are sending herewith a copy of Press Release, which is being issued by the Company today to the media, for the information of the Stock Exchanges, as required under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking you

Yours faithfully
For ABB India Limited

B Gururaj
General Counsel & Company Secretary
FCS 2631

Encl: as above

BENGALURU, INDIA, OCTOBER 07, 2020

ABB becomes the first company in India to offer low voltage industrial motors on a company-owned online marketplace

eMart, ABB India's online marketplace, enables customers to order over 450 LV motor variants, with easy delivery options across the country

ABB India, today, announced the launch and listing of LV motors on its e-commerce marketplace, eMart. The portal is the first company-owned e-market place in India to host a wide range of made-in-India motors. In the launch phase, ABB's Motion business is listing LV motors upto 75kW and has partnered with select digitally-savvy channel partners to ensure delivery of its products across the country.

"In the recent years, the e-commerce market in India has grown rapidly and become an intrinsic channel for companies across diverse industries," said **Sanjeev Arora, President, Motion business, ABB India**. "Our team has conducted in-depth research to understand the pulse of the market and we strongly believe that our platform will cater to the evolving needs of the customers. The launch of industrial motors on eMart – our e-commerce platform is our step towards writing the future of digital business with the forthcoming B2B e-commerce revolution in India," he added.

LV motors are used in various industries and applications across India. eMart will allow customers, both large and small, to access products that best suits their needs. The online portal provides detailed product specifications and photographs for each item and bridges the gap between the physical and digital buying experience. Built entirely around the evolving requirements of the customers, ABB's eMart also allows customers to provide feedback on their specific requirements for products that are not listed on the eMart. The company aims to use these insights to further expand its product portfolio on the platform.

eMart was launched in July 2020 with the listing of over 6000 electrification products. It provides a user-friendly experience via desktop and mobile browsers and is supported by secure payment methods including net banking, e-Wallets, and UPI, also abiding by General Data Protection Regulation (GDPR) in terms of customer data.

ABB has been one of the first to launch digital solutions and services for the Indian motors and drives market, including the ABB Ability™ Smart Sensor for LV motors, remote digital commissioning and services for drives. This online presence adds to the digital experience eco-system for its customers and partners especially in the current times where virtual ways of doing business has gained importance.

ABB (ABBN: SIX Swiss Ex) is a leading global technology company that energizes the transformation of society and industry to achieve a more productive, sustainable future. By connecting software to its electrification, robotics, automation and motion portfolio, ABB pushes the boundaries of technology to



drive performance to new levels. With a history of excellence stretching back more than 130 years, ABB's success is driven by about 110,000 talented employees in over 100 countries. www.abb.com

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