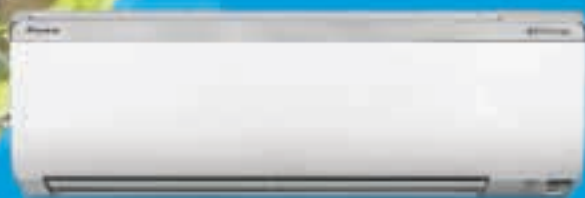


TV VEOPAR JOURNAL

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Washing Machines Special

Use Of Microelectronics Will Continue To Grow Rapidly And Significantly In Future Appliances



Narendra Badve

Director & Country Head – Sales for Industrial Power Control (IPC), Infineon Technologies India

Some of the key initiatives by the government are energy saving and *Make in India*, can be complementary. Local players and multinationals are encouraged to supply locally designed and manufactured products. But as long as it is still viable to import most of the components, there is little impetus for local players to develop the capability to design and manufacture inverter boards locally.

One might recall the Indian TV industry at one point in time was reduced to a very small share of the overall market with the arrival of the MNCs. A key reason for this was that buying kits from East Asian countries was an easier and shorter path to take than to support local electronics development and manufacturing capability. Local home appliances players, therefore, need to focus on electronics development and manufacturing capabilities as these will be key to solidifying their market position in the long run; knowing for a fact that electronic content will continue to increase in the advent of inverterization, AI, and IoT in the smart home environment. Local players with strong electronics R&D and local manufacturing setup will be the long-term winners.

India's appliances market is set for a strong growth in the next 5 years with the expansion of the middle class and a growing aspirational rural population. A key technological trend in new home appliances is energy efficient or inverterized appliances, using techniques of motor speed control. Another developing trend in new home appliances is connectivity in a smart home environment.

Air conditioners, washing machines, refrigerators, and ceiling fans are part of every Indian household planning. Air conditioners have reached volumes of 6.5 million per year with inverterization already at 60 percent of the total volume. Major local players want to fast-forward their capability to develop electronic inverter solutions and to manufacture them locally while the global players are already ahead in the inverterization race, supplying inverterized air conditioners to both developed and emerging economies.

Refrigerator and washing machine makers are in a similar situation with growing volumes and rapid transition to inverterization. Even the simple ceiling fans with overall volumes in excess of 50 million are moving toward the energy efficient brush-less DC (BLDC) motor. A conventional fan consumes an excess of 70 W power, while the BLDC solutions have capability of bringing the power dissipation to below 35 W immediately. Power saving of 35 W per fan can lead to overall savings of over 1.5 GW in this segment alone annually. All appliances – washing machines, solar pumps, dryers, vacuum cleaners, desert coolers, air purifiers, and many more have a roadmap for higher energy efficiency and higher intelligence using electronics.

The Energy Efficient Services Limited (EESL) is driving the energy efficiency program aggressively across the country. After successfully deploying LED bulbs, their focus is now moving to other applications such as ceiling fans, air conditioners, pumps etc. EESL can focus on roadmaps of successively improved specifications, for example, for energy efficiency standards and leave cost optimization to the market forces. This would encourage local players to participate without worrying about artificially controlled pricings and successfully shift the market toward lower energy consuming appliances.

Infineon is a leading player in the appliances market with more than a decade of experience and long-term product and technology roadmap. We offer reliable and complete solutions in the iMOTION range of digital controllers, IPMs (integrated power modules), drivers, MCUs, and other products. Our sales and technical teams support local customers by working closely together to design electronics solutions and shape their long-term technology roadmap. We work with design partners to develop solutions that focus on fast time to market for our customers. ●