



REF:INABB:STATUT:LODR:PRESS REL:

August 11, 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, AUGUST 11, 2020

ABB unveils eMart, its B2B & B2C online marketplace in India

Customers will have easy access to more than 6,000 ABB home and industrial products and solutions in one of the fastest growing e-commerce markets in the world

ABB India, today announced the launch of [eMart](#), an online marketplace portal, which will offer more than 6,000 products from its Electrification Business for home and industrial buyers.

This unique B2B & B2C platform will be the first of its kind in the industry, owing to its dynamic, price transparent model. It aims to provide an equally fair and favorable experience to both ABB distributors and customers, further boosting the agenda of the country's Digital India program.

ABB eMart also provides a dynamic model to empower partners to set their own competitive pricing for the products they sell on the platform, while simultaneously providing customers with a choice of the best deals to suit their specific needs.

Customers will be able to access technical specifications as well as interactive product images for each item at their fingertips. They can select their best-suited option by referring to the product and seller reviews on the portal. ABB has partnered with authorized distributors with a digital presence from across the country, and is enabling them to expand their reach by offering products and solutions on eMart for home as well as industrial customers.

eMart hosts a wide range of products, which ranges from digital circuit breakers, contactors, Molded Case Circuit Breaker (MCCB), modular switches, Miniature Circuit Breaker (MCB), Residual Current Circuit Breaker (RCCB), home automation, medium voltage relays and related products. With this move, ABB India aims to further expand its reach in untapped markets while strengthening its presence in the existing sector, maximizing the changing customer buying preferences with a seamless digital experience.

“At ABB, we are committed to creating avenues that fast track the digital transformation journey for our customers and partners. The eMart is another achievement in the same direction, aiming to create a reliable yet distinct customer experience with digital solutions. It aims to build a digital ecosystem and infrastructure between the manufacturer, the partners, and the customers and provide impetus to the business climate and the Digital India program,” said **CP Vyas, President, Electrification business, ABB India**. “This platform will be another stream for business enhancement for our partner and distributors and provide the next level of customer experience,” he added.

As the world adapts to the new normal, ABB recognizes that online buying experiences and a one-stop access to immediate product requirements are increasingly the need of the hour. Designed for a user-friendly experience, eMart has been optimized with easy navigation for desktop and mobile browsers, and curated results for each type of buyer. The platform allows for order queries to be addressed online

and is supported by secure payment methods including net banking, eWallets, and UPI, also abiding by General Data Protection Regulation (GDPR) in terms of customer data.

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

For more information please contact:

Beena Govindaraju

Phone: 080 22949153

Email: beena.govindaraju@in.abb.com

Sohini Mookherjea

Phone: +91 9632726608

Email: sohini.mookherjea@in.abb.com