

# **India UPS Battery Market By Type (Lead-Acid, Lithium Ion, Nickel Cadmium, Others), By Mode (Installation, Replacement, Maintenance & Service), By Application (Data Centers, Manufacturing, IT/ITes, Healthcare, Housing Complexes, BFSI, Railways, Telecom, MSMEs, Travel & Tourism, SOHOs, Others), By Size (Small Battery{7Ah, 12Ah}, Medium Battery{24Ah, 42Ah, 65Ah, 100Ah, 200Ah}), By Region, Competition, Forecast and Opportunities, 2029**

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## **Abstracts**

India UPS battery market was valued at USD 139.65 million in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 11.36% owing to rising dependence on electricity, expanding commercial and industrial segments, with power outages being a frequently occurring in the country, specifically during peak consumption hours, an uninterrupted power supply is a mandate. Therefore, measures such as installing UPS battery is necessary for various economic segments of the country to work efficiently with negligible downtime.

A UPS battery is a key component of a UPS system. UPS batteries provide backup power to the UPS during a power outage or any other power disruption, ensuring that critical equipment and systems can stay online and operational. The lifespan of a UPS battery varies depending on the make and model of the battery, although most of the batteries generally need to be replaced every 3-5 years for standard life or 7-10 years for long life. UPS batteries are widely used in housing complexes, telecom, BFSI, data centers, manufacturing, healthcare, railways, and travel & tourism sectors.

## Burgeoning Advantages of UPS Battery in Data Centre

Due to the rising of data-related services in the nation, there has been a huge increase in the demand for data centers, which is driving the demand for UPS batteries across the country. Cloud-based services are gaining traction; hence online services are required, which is surging the need for UPS systems across the country. The growing utilization of cloud computing & virtualization has led to a rise in data centers. The rising colocation providers across India are highly inclined toward remodeling their data center UPS solutions to meet the customer demand to deliver the data rapidly, thus, propelling the demand for data center UPS solutions. In addition, the life expectancy of a UPS in a data center is ~10–15 years. Lead-acid battery works for ~3–6 years, while lithium-ion battery lasts ~10 years or longer. Due to the latest advancement in UPS batteries, companies in India are highly focused on designing advanced battery systems for data centers. For instance, in 2020, Kokam. Co. Ltd launched an advanced battery system for UPS. The battery was built to support mission-critical facilities, such as banks and data centers. This battery of UPS has 46% lesser footprints and is 20% lighter compared to traditional lead acid battery systems. Thus, the growing deployment of UPS batteries for data centers, due to their numerous advantages such as high energy efficiency, high performance, and lightweight, is compelling the India UPS battery market growth.

## Government Plans Booming the Market Growth

The National e-Governance Plan has provided extra impetus. The initiative's major goal is to computerize and digitize numerous government offices and agencies, which requires a continuous supply of electricity, thereby creating a fulcrum for the expansion of the UPS industry. Further initiatives, such as Pradhan Mantri Gramin Digital Saksharta Abhiyaan (PMGDISHA) and Pradhan Mantri Kaushal Vikas Yojana (PMKVY), aim to bridge the digital divide. The development of the India UPS battery market is primarily guided by government initiatives for digitalization, and it is projected that government projects, together with economic growth, infrastructure projects, and surveillance needs, might surge the market growth in the near future. Thus, such initiatives toward digital India are likely to surge the demand for UPS systems.

## Growing Attention Towards Green UPS Systems

The past few years have seen a speedy hike in energy prices and environmental awareness by consumers. For these reasons, various companies have developed an uninterruptible power supply (UPS) technology to reduce energy consumption, also

referred to as Green UPS technology. Green UPS design reduces the power consumption of UPS systems by up to 75% compared to conventional UPS systems. Thus, an energy-efficiency design has become one of the top factors customers consider when comparing UPS products. Further, green UPS solutions have advanced monitoring and thermal designing systems that reduce heat generation. Therefore, green UPS demand is anticipated to increase at a substantial rate over the forecast period, attributed to the increased adoption of green UPS devices across various applications such as IT networks and telecommunications. For instance, market player Vertiv introduced several uninterruptible power supply (UPS) options in June 2022, including the Vertiv Liebert ITA2 - 30 kVA and the Vertiv Liebert EXM2. Hence, UPS is more environmentally friendly because of this technology, and due to this factor, people are moving towards a green UPS system. Owing to this, the India UPS batteries market is expected to grow in the forecast period.

#### Challenges: Mechanical & Electrical Limitations

Numerous industries have experienced a transition, with companies switching from physical documents to digitalization. With the huge market adoption of the internet, sectors are investing in managing humongous amounts of data. The unexpected loss of power can damage CPUs, resulting in the loss of important business data. Since to avoid any data loss, the acceptance of UPS is surging across all industries/vertices. However, there are some significant causes that might lead to UPS battery failures. Other batteries, such as telecom & switchgear batteries, are built for longer endurance, usually 4-8 hr. But, if a user operates a UPS battery for telecom applications, it will force the battery to operate for a longer time than the intended purpose, which might cause the battery's plates to overheat and fail at some point.

#### Various Government Initiatives Enhance the UPS Battery Market

##### Smart Cities:

In June 2015, the Indian government started the Smart Cities Mission. Its goal is to promote sustainable and inclusive cities that offer fundamental infrastructure and a fair quality of life for their residents, as well as a clean and sustainable environment and the use of 'smart' solutions. The emphasis was equitable development, with the goal of creating a repeatable model that would serve as a beacon for other aspiring communities. Smart cities include deploying Intelligent Transportation Systems (ITS), which help to manage traffic conditions and road safety, reduce congestion, increase energy efficiency, and improve the mobility of their citizens. This requires a dependable

backup power source to ensure operational availability during power outages and emergency events. Therefore, the demand for UPS batteries is expected to enhance in the upcoming years.

#### BPO Scheme:

The India BPO Promotion Scheme (IBPS) aimed to incentivize the construction of 48,300 BPO/ITES seats across the country. With a budget of USD 59.16 million, it is divided among the states compliant with their population. This would aid in the development of capacity in smaller cities in terms of infrastructure and labor and would serve as the foundation for the next wave of IT/ITS-led growth. Thus, this can lead to a rise in the market growth of the UPS battery across the country.

#### Recent Developments:

Large companies are interested in the development and replacement of data centers. For example, in May 2022, Cisco System, Inc. launched its first data center in India. The company aimed to meet the growing demands of customers in relation to cyber protection and data localization. Consequently, Cisco Duo set up its first data center in India. Additionally, with this investment, Cisco aimed to build a future-proof and data-compliant information security infrastructure in India. In addition, this data center serves several industries, such as the public sector, healthcare, banking, financial services, and insurance. These factors might drive the growth of the UPS battery in India.

In January 2022, the diversified Adani Group invested more than USD 55.72 million in two data center projects in Uttar Pradesh, India. According to the Uttar Pradesh government, two data centers are expected to be built in Noida sectors 62 and 80, and the demand for electricity is expected to rise in Noida. Therefore, the market for UPS batteries is expected to boost in the forecast period.

#### Market Segments

India UPS battery market is segmented into type, mode, application, size, and region. Based on type, the market is segmented into lead-acid, lithium-ion, nickel cadmium, and others. Based on mode, the market is segmented into installation, replacement, and maintenance & service. Based on application, the market is segmented into data centers, manufacturing, IT/ITES, healthcare, housing complexes, BFSI, railways,

telecom, MSMEs, travel & tourism, SOHOs, and others. Based on the size, the market is segmented into small batteries and medium batteries. Whereas the small battery sub-segment is further fragmented into 7Ah and 12Ah. Additionally, the medium battery sub-segment is further fragmented into 24Ah, 42Ah, 65Ah, 100Ah, and 200Ah. Based on region, the market is segmented into South India, North India, West India, and East India.

## Market Players

India UPS battery market players include Exide Industries Limited, Amara Raja Batteries Limited, and Luminous Power Technologies Pvt. Ltd, Su-Kam Power Systems Limited, HBL Power Systems Limited, Okaya Power Private Limited, V-Guard Industries Ltd, Fujiyama Power Systems Pvt Ltd, Jayachandran Industries Private Limited, and Green Vision Technologies Private Limited, among others.

## Report Scope:

In this report, India UPS battery market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

### India UPS Battery Market, By Type:

Lead-Acid

Lithium Ion

Nickel Cadmium

Others

### India UPS Battery Market, By Mode:

Installation

Replacement

Maintenance & Service

### India UPS Battery Market, By Application:

- Data Centers
- Manufacturing
- IT/Ites
- Healthcare
- Housing Complexes
- BFSI
- Railways
- Telecom
- MSMEs
- Travel & Tourism
- SOHOs
- Others

### India UPS Battery Market, By Size:

- Small Battery
  - 7Ah
  - 12Ah
- Medium Battery
  - 24Ah

42Ah

65Ah

100Ah

200Ah

#### India UPS Battery Market, By Region:

South India

North India

West India

East India

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India UPS battery market.

#### Available Customizations:

Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

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