

**NS Satish**

CEO

Haier Appliances India

Haier

Sustainability in manufacturing is reinforced through initiatives such as solar rooftop installations at the Greater Noida plant, enabling cleaner energy use and supporting greener manufacturing practices. We also invest in robust component engineering and a wide service network across India to extend product lifecycles. Our after-sales ecosystem, including pan-India service touchpoints and digital complaint tracking, ensures consistent performance, builds customer trust, and supports long-term value creation.

How does Haier leverage IoT and AI to drive lifecycle sustainability in appliances?

Technology plays a key role in enabling responsible consumption at Haier India. Our IoT-enabled appliances help consumers monitor and optimize usage, reducing unnecessary energy consumption. Smart diagnostic systems enable timely servicing through alerts and diagnostics, improving product longevity and minimizing downtime.

In categories such as air conditioners, inverter technology adjusts power consumption based on room requirements, significantly improving energy efficiency in Indian conditions. We are also increasingly using R32 refrigerant, which has a lower environmental impact than older alternatives.

Across categories, we focus on offering energy-rated products aligned with Bureau of Energy Efficiency (BEE) norms. Clear star ratings help consumers make informed choices while benefiting from long-term electricity savings.

How does Haier drive responsible sourcing and circular supply chains in India?

Haier India is fully committed to adhering to India's E-Waste Management Rules and works with authorized partners for e-waste collection and recycling to ensure responsible end-of-life disposal of appliances. Consumers can also easily access take-back options for safe recycling of old appliances.

Our localized manufacturing in Greater Noida strengthens the domestic supplier network, supports MSME participation, and reduces logistics-related emissions. Circularity begins with designing durable products—our appliances are serviceable, repair-friendly, and supported by readily available spare parts, minimizing premature disposal. As India's appliance market evolves, we remain focused on delivering energy-efficient and technologically advanced products that support long-term environmental responsibility. ■

How is sustainability built into Haier's products and operations?

At Haier India, sustainability is embedded across the value chain—from product design and manufacturing to customer engagement after purchase. Our Greater Noida manufacturing facility operates under strong governance and is fully aligned with Indian regulatory and environmental standards. Through the Make in India initiative, we have strengthened local manufacturing, reduced import dependency, and improved supply chain efficiency.

Across our products, we integrate advanced inverter technologies, energy-efficient compressors, and optimized cooling systems in refrigerators and air conditioners to reduce household energy consumption. Many of our inverter air conditioners also use R32 refrigerant, which has a lower global warming potential than conventional alternatives.