



Satadri Chanda

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How has continuous R&D helped Megatherm improve the energy efficiency and productivity of its induction equipment?

Continuous R&D sits at the core of what we do, and it has helped save more than a billion units of electricity nationally since we launched our Green series. In Induction melting, we've reached 455 kWh/t i.e. 60-80 kWh/t lower than older furnaces and 20-30 kWh/t better than newer models. In forging, our equipment now delivers over 3 kg/kWh at 1200-1250°C i.e. up from 2.5 kg/kWh seen in older models. These gains come from established engineering, such as reduced copper lengths and lower resistive losses, plus newer technology like PLC-controlled power delivery, low-loss capacitors, thyristors and IGBTs. The same R&D approach now extends to transformers, helping us enter the fast-growing BESS and solar segments. This has helped us grab market share quickly, scale, and target a bigger push into export markets — a level of sustained R&D investment that isn't a given for an SME.

What has helped Megatherm enter international markets and build a sustainable export business?

What has helped us build an export business is largely the performance and reliability of our equipment in the field. Years of sacrificing profits to commitments has built confidence in overseas clients. Consistent performance across varied grid and climate conditions has been the real differentiator in earning repeat orders from customers abroad. We currently supply to over 50 countries, and our overall business has kept growing even through recent geopolitical disruption affecting some export lanes. Going forward, we are looking to expand more aggressively through joint ventures, partnerships and dealerships in our key global markets.

Which technologies and markets will shape Megatherm's growth over the next five years?

On markets, we see the UK and Europe opening up further under the India-UK FTA, alongside fast-growing Africa and South East Asia, where industrial capacity is still being built out — these developing markets are where much of the next wave of demand will come from. The Middle East should also grow rapidly once current conflicts settle, driven by reconstruction and pent-up industrial demand. Domestically, the fast-growing BESS and solar sectors will be a significant contributor to our growth. On technology, AI will be the defining factor — in product design, operational advisory, quality control, etc. We are working on integrating AI into our furnace and transformer design process, and into the products themselves for smart power regulation, preventive maintenance and automatic diagnostics. ■