

April-May 2025

**Cover Story**

**Copper Advantage: Driving Awareness Digitally**

**Smarter fans start  
with copper  
inside!**



In India's mass fan segment, short lifespans and rising replacements had quietly become the norm, driven by aluminium-wound motors and shifting OEM focus.

ICA India's "**100% Copper Advantage**" campaign challenged this trend, **highlighting how copper winding improves durability, safety, and consumer trust.** With key OEMs on board and messaging across Tier 2 and rural markets, the campaign reached over 30 million people and repositioned copper as a value-first choice.

[Read Full Story](#)

**In-Focus**

**The 'Cu'ling Effect of Copper-based Air Conditioners**

# Cool smarter. Choose copper.



While consumers weigh star ratings and prices, **copper remains the silent factor behind energy efficiency and AC longevity.**

ICA India's awareness campaign across vernacular media reminded buyers that what's inside the AC makes a difference. **Copper-based ACs not only reduce servicing needs but also enable long-term savings.** The outreach reached 8.4 million readers across smaller cities, shifting the conversation from cost to value.

[Know the Copper Advantage](#)

## Copper Updates

### The Silent Enabler of a Sustainable Future

## World Environment day



From EVs to green buildings, **copper is enabling India's sustainability shift.** Its 100% recyclability, unmatched conductivity, and long lifecycle reduce emissions and strain on resources.

ICA India marks this **World Environment Day** by highlighting the role of copper in clean technologies, ensuring efficient and reliable systems that support real environmental progress.

[Explore More](#)



### Skill Initiative with Cable Makers Alliance

Ongoing, Pan-India

9,000+ trained electricians now listed on Just Dial to promote safe, copper-based wiring in Tier 2/3 towns.



### BRPL Utility Workshop on Transformer Design

18 April, Delhi

Joint discussion on dual-rating transformers and copper innovations to handle peak load demands in urban areas.



### Copper Cables for Safer Industry

25 Apr, Jamshedpur | 14 May, Kochi | 16 May, Coimbatore

ICA India emphasized the importance of proper cable selection and installation to over 300 experts at workshops co-hosted by BIS and NFE, highlighting the role of copper in reducing downtime and fire risks.



### Developer Outreach with Srijan Group

24 April, Kolkata

ICA India advised on the legal and design advantages of copper in electrical systems, driving a shift in specification.



## Copper in Sustainable Construction

23 May, Hyderabad

In a workshop with FOCUS, ICA India highlighted the role of copper in circular construction, carbon reduction, and supporting India's net-zero goals.



## Copper for Safer Building Infrastructure

16 May, Cochin

In association with AAI, ICA India discussed updated codes and copper's long-term advantages for safe electrical installations and EV-ready buildings.



### International Copper Association India

Unit No 1401,1402 and 1403 Wing A, Kailas Business Park, Veer Sawarkar Road, Parksite Vikhroli West, Mumbai Suburban, Maharashtra, 400079, mumbai

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