

NEW BLOG



Climate and
Sustainability
Initiative



COOLING THE CLOUD

India's data centre
sustainability challenge

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THE INVISIBLE LAYER



Every digital action, be it a payment, a message, a video, passes through a data centre.

They power the modern economy.

But their environmental cost remains largely unseen.



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THE SCALE



India's data centre demand is accelerating fast:



13 TWh of electricity is used today



57 TWh projected by 2030

That's comparable to the annual consumption of a mid-sized country.



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THE HIDDEN TRADE-OFFS



It's not just about energy.



Water use could reach **359 billion litres**



Cooling alone consumes **30–40% power**

In cities already facing water stress and heat, this demand is compounding existing risks.



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THE STRUCTURAL CHALLENGE



Most data centres are concentrated in cities like:



Mumbai



Chennai



Hyderabad



Bengaluru

All are facing **strained water systems, heat stress, or both.**

Digital growth is colliding with urban limits.

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WHAT'S MISSING



India is scaling fast. But sustainability frameworks are lagging.

No binding standards on:

Renewable energy use

Water efficiency

Energy performance (PUE benchmarks)

Growth is incentivised. Efficiency is not.



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WHAT WORKS ALREADY



Solutions exist and are proven:

Renewable + storage integration



Efficient, low-water cooling systems



Smarter siting & industrial integration

The challenge is not innovation. It is implementation at scale.



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THE INFLECTION POINT

India's data centre boom is inevitable.
The real question is:

Will we build digital infrastructure that scales sustainably or retrofit it later at a higher cost?

Read the full blog for the complete analysis on www.csiglobal.co