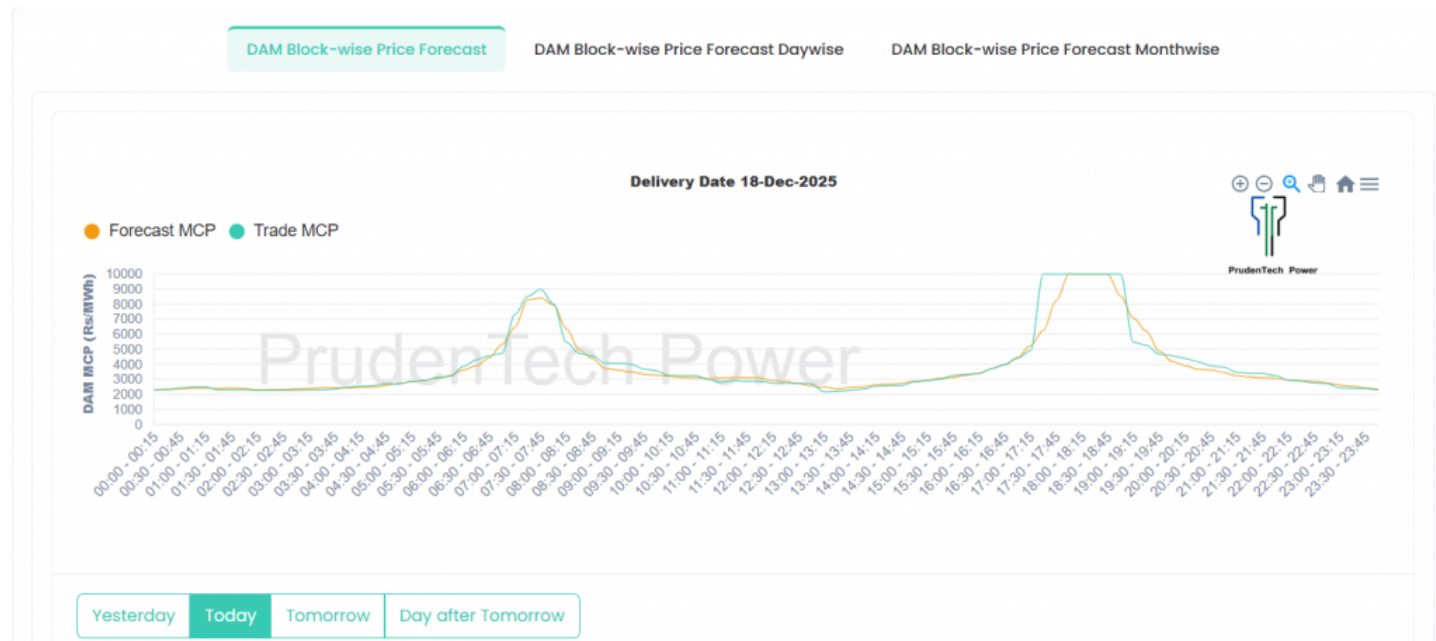


PrudenTech Power Launches AI-Driven DAM GDAM Price Forecast Tools, for the forthcoming implementation of Market Coupling

This innovative solution is set to empower Generators, Distribution Companies, Independent Power Producers, and C&I consumers with optimized Order-Bid Book Strategies, for India's forthcoming nationwide Market Coupling implementation.



Mumbai, Maharashtra Dec 18, 2025 ([Issuewire.com](https://www.issuewire.com)) - PrudenTech Power Technologies today announced the launch of its pioneering Artificial Intelligence (AI) based Advance Price Forecast tool, specifically designed for the Day Ahead Market (DAM) and Green Day Ahead Market (GDAM). This innovative solution is set to empower Generators, Distribution Companies (DisComs), Independent Power Producers (IPPs), and Commercial & Industrial (C&I) consumers with optimized Order-Bid Book Strategies, strategically aligning them for [India's forthcoming nationwide Market Coupling implementation](#).

Unlike conventional forecasting models, PrudenTech Power's AI engine synthesizes historical data, real-time market signals, and advanced sentiment analysis to decode market complexity. This provides stakeholders with a decisive edge in navigating volatility driven by renewable integration, geopolitical shifts, and evolving demand patterns.

These exchanges operate on the principle of maximizing Social Welfare—ensuring optimal economic outcomes for both sellers and buyers. PrudenTech Power's tool directly supports this objective by fostering a more liquid, transparent, and competitive marketplace, which is essential for the success of Market Coupling.

The tool is strategically positioned to enhance the entire power market ecosystem. By enabling more confident and data-driven bidding, it aims to increase participation and liquidity across all three power exchanges—[IEX](#), [PXIL](#), and [HPX](#). Higher liquidity is a critical precursor to achieving more efficient

Market Clearing Prices (MCP) and Market Clearing Volumes (MCV).

Key Benefits for the Power Sector:

- **For Generators & IPPs:** Maximize revenue through accurate price predictions and optimized generation scheduling.
- **For DisComs:** Procure power more cost-effectively, manage financial risk, and ensure reliable supply.
- **For C&I Consumers:** Strategically plan consumption and procurement, reducing energy costs and enhancing sustainability goals.
- **For the Market:** Drives higher exchange liquidity, promotes price discovery, and strengthens the foundation for a robust, coupled national electricity market.

PrudenTech Power's offering enables users to identify emerging trends earlier, anticipate price fluctuations with greater accuracy, and strengthen overall risk management—ultimately empowering a more resilient and data-backed power sector.

<https://prudentpower.in/press/>



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