

INTERVIEW WITH GAGAN PAL
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ENERGETICA INDIA

INTERVIEW



Mr. Gagan Pal
 Vice President Products & Operations,
 Tata Power Solar

Energetica India speaks to Mr. Gagan Pal, Vice President Products & Operations, Tata Power Solar on the launch of solar LED home lightning products from Tata Power Solar

“Our partnership with Bajaj Finance Ltd is part of our focused efforts in making solar energy more attractive and an affordable alternative to conventional power”

Tata Power Solar recently announced the launch of its latest product line in LED home lighting. With the extended Tata Solar Diva range of lanterns and table lamps (5L, 15L2 and 25L) as well as Tata Solar Venus range of home lighting solutions (15L and 75L), consumers can now enjoy uninterrupted power supply at an affordable cost.

These latest improved and diverse ranges of solar products were available from Oct 2014. Nearly 400 million people across India still do not have access to grid electricity. With the launch of these advanced off-grid solar solutions, across markets, people with no or limited grid access can now choose from a diverse range of warranted (1 year) products to meet their basic needs. These products are ideally suited for homes, small shops, street vendors and other applications, providing them with light and electricity.

ENERGETICA INDIA: The launch of new solar home lightning products/solutions shows that Tata Power Solar is looking to reach a new market for solar products; other than utility and rooftop. Please let know the thought behind these products.

GAGAN PAL: India has nearly 400 million people who don't have access to grid electricity. Our aim is to mobilize these communities through solar energy, and solar products can play a crucial role in this transformation.

With our recent Diwali launch of Tata Solar Diva & Tata Solar Venus (extended range), consumers can meet basic needs and enjoy uninterrupted power supply at an affordable cost:

- Tata Solar Diva range of lanterns and table lamps (5L, 15L2 and 25L)
- Tata Solar Venus range of home lighting solutions (15L and 75L)



Also, with the introduction of these products we want consumers to move away from costly and polluting non-renewable sources, like kerosene, for power. Our products have been designed to be versatile in nature mindful of consumer needs such as portability, mobile charging facilities etc. Therefore, our offerings are ideally for homes, small shops, street vendors and other applications, to provide light and electricity. Additionally, these products come with a 1 year warranty, giving Tata Power Solar products an edge over the others.

ENERGETICA INDIA: From where [mode of sales/distribution] and at what cost will these products be available?

GAGAN PAL: With our recent launch we targeted markets like Bihar, Uttar Pradesh, Rajasthan and Maharashtra. These products are readily available through Tata Power Solar's 1000+ dealer network spread across the country. From a pricing point of view, we offer a diverse range of products within

an affordable price bracket catering to various needs, starting from INR 750 to INR 7000.

ENERGETICA INDIA: Tata Power Solar has recently tied-up with Bajaj Finance to provide interest-free EMI finance for Tata Power Solar customers. What kind of growth in sales numbers are you expecting from this? Do you believe that the solar market in India is ready to be included in consumer finance?

GAGAN PAL: Our partnership with Bajaj Finance Ltd is part of our focused efforts in making solar energy more attractive and an affordable alternative to conventional power. While there is definite interest and readiness in the market, the initial upfront cost poses a roadblock. As industry players, it is our responsibility to nurture this interest and make solar investment easy and consumer-friendly. Through financing options such as these we want to make solar products a viable option to end-consumers. We have ensured that the offer is simple and without any hidden cost.

ENERGETICA INDIA: What are your expectations from the Indian solar industry in 2015?

GAGAN PAL: With renewed energy targets for the country and solar energy pegged to play a crucial role, we are very bullish about the coming year. Our products have been well received in the market and we expect a healthy as well steady growth in 2015. The government has rolled out some effective policies and programs, these are bound to have a positive impact in the coming months. We look forward to contributing in the collective effort of the industry and government in solarizing in India ❖