

# Enabling Solar Everywhere

## Ajay Goel drives growth and development of Tata Power Solar

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Managing Editor

**T**ata Power Solar (TPS) is an integrated solutions provider with more than 23 years domain expertise in the Indian solar industry. As a pioneer and market leader in the solar space, TPS now operates independently as a wholly owned subsidiary of Tata Power. Founded in 1989, the company was originally formed as a joint venture between Tata Power and British Petroleum Solar (BP Solar). Headquartered in Bangalore, TPS has 3 manufacturing units, 8 regional offices, 40 authorized service centres and more than 1000 dealers, sub dealer network.

As one of the largest solar manufacturer in India, TPS has a state of the art 125 MW module and 180 MW cell manufacturing capacity. TPS has executed more than 71 MW of EPC and 30 MW of rooftop projects across the country as of last Financial Year. Through its diverse product line of solar water heaters, solar home lighting, street lighting, power packs, solar water pumps among others, TPS provides energy access to millions of people across the country. Its products and systems have been accorded approvals by various test agencies such as STQC, ETDC, CPRI, ISPR-Italy, Underwriters Laboratories (UL), Factory Mutual (FM), to name a few.

### TATA Power Solar launches SunJeevini - a solar charger for the conventional inverter

Tata Power Solar (TPS), focused on providing integrated solar solutions for residential and commercial consumption, today launched SunJeevini, a retrofit unit that allows conventional inverter batteries to be charged through solar power.

Conventional inverter batteries do not serve their purpose very well in

areas where there is constant power outage for considerable period of time. This one-of-a-kind unit will power an existing inverter battery with solar energy in the absence of grid power. SunJeevini can also be used to augment existing grid charging to save on electricity bills. This is a zero maintenance unit and can provide up to 3.5 hours of additional power back up in a day. SunJeevini is designed to be scalable from 80 to 600 solar peak watts without any major changes to the system.

"SunJeevini is a uniquely innovative product that lets people charge their inverters using free solar power. It not only saves on their ever-growing electricity bills, but also makes sure that their

expensive inverter is charged and ready to use whether grid power is available or not. SunJeevini is the perfect example of our commitment to Indian innovation and vision of enabling solar everywhere" says Ajay Goel, CEO Tata Power Solar

Solar solutions like this retrofit unit have a huge potential in India. The adoption rate could be massive in remote areas where there is no grid electricity or poor quality of grid. It would prove to be a huge success in urban areas as well, where power cuts are slowly affecting day to day life, especially during the summer months.

The company has launched SunJeevini in select key markets in the first phase and will expand it to other markets soon. It will be sold and marketed by Tata Power Solar's dealer network.

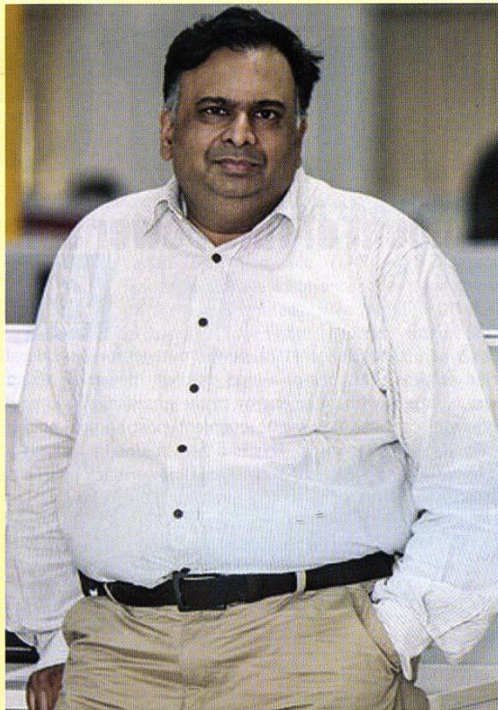


**Ajay is committed to enabling solar everywhere and bringing the power of Sun to people in the most efficient and cost effective ways.**



## Ajay Goel

Chief Executive Officer, Tata Power Solar



Ajay is responsible for driving the overall growth and development of Tata Power Solar (TPS) after Tata Power acquired the 50% stake from BP Solar in 2012. His focus is to accelerate the core mission of "Enabling Solar Everywhere" in three areas: cost leadership in manufacturing, rapid growth in solar projects and launching a slate of affordable new products for the off grid market.

Prior to TPS, Ajay was with MEMC/SunEdison in United States as a Vice President, where he led the acquisition of SunEdison and spent time in multiple roles including business development, M&A, acquisition integration, strategic sourcing and global operations. He was instrumental in scaling the SunEdison business from 40 MW to 450 MW worldwide in less than three years. Before his stint at MEMC/SunEdison, Ajay was engaged in strategic positions with Bright source Energy and McKinsey & Co in California.

Ajay has over 20 years of in-depth experience in establishing operations in new geographies, overlooking finance and strategy and developing strategic partnerships through M&A. Ajay is committed to enabling solar everywhere and bringing the power of Sun to people in the most efficient and cost effective ways.

Ajay holds a Bachelor of Technology degree in Electrical Engineering from the Indian Institute of Technology (IIT), Delhi and an MBA degree in finance and marketing from University of Chicago.

## Tata Power Solar bags NTPC's largest solar power project

Tata Power Solar, one of the largest Indian solar companies focused on providing integrated solar solutions, has won a prestigious 50 MW solar photovoltaic project from NTPC, India's largest power company. The project is part of NTPC's biggest mandate of increasing their renewable energy portfolio.

Slated to be commissioned by March 2014, this 50 MW solar power plant is the largest ever solar project commissioned by NTPC. The project, part of the NTPC's Power Purchase Agreement (PPA) with MP Power Trading Company Ltd. (MP Tradeco), is located at Rajgarh, Madhya Pradesh.

"We are extremely happy to win this significant 50 MW project from NTPC and thereby play a crucial role in bridging the country's power deficit. This will be the largest project handled by Tata Power Solar and one of the largest solar projects in the country. As an organization we have a strong legacy of designing,

**The 50 MW project scheduled to be commissioned by March 2014 is also the largest project yet by Tata Power Solar and one of the largest in the region. Tata Power Solar's impeccable track record of timely completion of all its projects and its strong project handling capabilities were instrumental in winning this landmark project.**

**The project, part of the NTPC's Power Purchase Agreement (PPA) with MP Power Trading Company Ltd. (MP Tradeco), is located at Rajgarh, Madhya Pradesh.**

engineering and installing grid-connected solar power plants and are confident of completing the project within the stipulated time." says Ajay Goel, CEO, Tata Power Solar.

This project will address Madhya Pradesh's annual peak deficit of 9.6% (according to CEA Jun 2013 report) and will generate enough energy to households. NTPC is in the process of implementing several renewable energy projects in the country, this being their largest initiative so far.

One of the key criteria for awarding this project was the need to complete the project by March 2014. Tata Power Solar's impeccable track record of timely completion of all its projects and its strong project handling capabilities were instrumental in winning this landmark project.

Tata Power Solar has had a remarkable 24 year old journey in India, where it has executed more than 71 MW of EPC projects as of last FY. Some of its notable projects include the 17 MW power plant in Mithapur, 10MW project for Hiriya, 1 MW solar power plant for New Delhi Power Limited among several others.