

Co. Profile

Orb Has Got The Power

With a mission to make solar energy accessible, affordable and hassle free to millions of people in India, Orb energy offers solar systems for residential and commercial customers looking for a better alternative to an electricity grid. Launched in India in the year 2006, Orb is India's largest direct sales and installation company for solar energy solutions. The systems offered by the company are extremely cost effective and in some cases come with a 2-3 year payback for commercial and residential customers belonging to rural and urban areas.

Some of the company's residential solar systems include Solectric 3000, Solectric 1000 and Sunstream 500. Orb's Solectric 3000 is one of the premium systems that can deliver up to 3 kilowatt hours of power on a daily basis sufficient for a large household or family. This system is enough to power lights, refrigerators, colour televisions, stereos, computers and several other electronic applications. The Solectric 1000 is a mid-range system ideal for life's basic requirements. This system can provide up to 1000 watt hours of power each day, sufficient for lights, colour televisions and fans.

The Sunstream 500 is one of the company's most efficient solar water heaters, perfect for the whole family. This system provides up to 500 litres of piping hot water per day enough for most households, for the purpose of washing and bathing. This system also helps in saving money as it consumes less energy in

Orb Energy offers a range of solar systems that helps in reducing the consumption of electricity in residential and commercial establishments. BY RELIN H.



Mr. Damian Miller, CEO, Orb Energy

comparison to heaters used in a normal electricity grid. When asked about the uniqueness of Orb's solar systems, Mr. Damian Miller, Chief Executive Officer (CEO), Orb Energy said, "Our solar solutions are tailor-made as per customer requirements. We spend a lot of time understanding customer needs and site conditions prior to recommending a system. We also create innovative designs and use the highest quality components in our systems to ensure they look good, when used indoors or outdoors." He further

added, "Solar systems have no harmful emissions through their use and they reduce the load on India's already strained electricity grid. Solar water heaters typically reduce as much as 50% of a household's electricity bill as they displace geysers. Furthermore, solar photovoltaic systems can displace kerosene and diesel generators used during power cuts, which in the case of diesel generators can help reduce both air and noise pollution." Damian Miller is the author of a recently published book called Selling Solar.

Apart from residential usage, Orb Energy also provides efficient solar systems for commercial applications. Orb's large scale water heating systems for example are used by hotels, hostels, hospitals and various industries for a reliable hot water supply. Similarly a wide variety of businesses and institutions including factories, plantations, schools etc. rely on solar street lighting at night for security purposes. Branded Solite, Orb's solar street lighting systems are an ideal low cost means of introducing lighting for security purpose that



Soletric1000

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eradicates the need to run wires across long distances. The company's in-house commercial division also works with some of India's leading builders and developers to provide large scale solar systems for apartment blocks, villa developments and campus infrastructure. It also sells solar systems to banks, infrastructure companies and telecom operators for remote power applications.

The company chose India to launch its solar systems as the country has abundant sunlight throughout the year and amazing growth in terms of income and energy. Customers purchasing solar systems from Orb receive aid in the form of

a loan and get one year free after sales service. Elaborating on the company's marketing strategies, Mr. Miller informed, "We see an enormous growth of solar systems in India, and the Government's forthcoming National Solar Mission which envisages 20 giga-watts of solar by 2020 will help us realise this growth in India."

The company is already serving key clients in all the major metros in India and have installed its systems in Mumbai, Delhi and Kolkata apart from Bangalore, Hyderabad, and Chennai. Orb plans to become the strongest direct solar sales and service company, serving customer's needs on a nation-wide basis in India. The company also encourages consumers to explore its large scale solar roof top applications of 25-100



Orb Energy, Mangalore Branch

kilowatts. There is a new government incentive available for up to 30% of the total system costs and an additional benefit of 80% accelerated depreciation which means customers get a 60% discount on the price of a roof-top solar system for their commercial offices, complexes, factories, etc. Moreover, non-profit making institutions such as NGOs or government offices get an even higher level of subsidy support.

Orb Energy has 90 branches in 4 states, Karnataka, Maharashtra, Kerala and Andhra Pradesh. To make the systems more affordable they have teamed up with around 20 different banks that provide 5 year

loans at attractive rates of interest. Additionally, to make the system hassle free apart from using highest quality components, the company strives for tailor-made, exceptional installations and offers 3 free preventative maintenance visits in the first year and annual maintenance contracts thereafter.

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Solectric 3000



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