



Orb Energy Starts Shipping New Plug and Play Solar Systems, and Announces Former Café Coffee Day CEO – Naresh Malhotra – has Joined Board of Directors 9th April, 2012

Orb Energy (“Orb”) today announced that it has started shipping its new plug and play solar system – called Solectric. The system is so simple that the customer can install it. It runs 2 or 4 bright LED lights, charges mobile phones, and retails for Rs.5990 to Rs.7990.

Since the product was launched at the end of February, more than 1,000 Solectric plug and play systems have been sold. Over the next five years, Orb projects it will sell more than 1 million such units, touching the lives of more than 5 million people who struggle without reliable access to grid electricity and basic lighting.

The Solectric is being sold through Orb’s channel partners, as well as its unique retail branch network that reaches deep into rural India. Orb has established more than 100 direct-run and franchised branches in 5 states: Karnataka, Maharashtra, Kerala, Tamil Nadu, and Andhra Pradesh.

An Orb Energy branch offers a wide range of solar photovoltaic systems for lighting and back up power, solar water heaters, solar street lighting systems, as well as energy efficient lights, fans and other appliances. Its products are suited to both residential as well as commercial customers. To help make its products more affordable to customers, Orb works with a range of banks offering finance up to 5 years.

In recognition of its unique approach to selling and servicing solar systems in India, Orb was a recipient of the Zayed Future Energy Prize in January 2012. This is the most prestigious prize in the global renewable energy industry, awarded annually by the royal family of Abu Dhabi.

Looking forward, Orb has an ambition to grow its branch network to more than 500 branches across India by 2015, and expects to increase its workforce from 600 today to roughly 3000 by that time - creating skilled jobs in rural areas that are otherwise hard to come by.

To help reach its objectives, Orb is proud to announce that Naresh Malhotra, the former CEO of Café Coffee Day, recently joined Orb Energy’s Board of Directors. Mr. Malhotra oversaw the expansion from 18 cafes to over 450 during his tenure at Café Coffee Day from 2001 to 2007.

This new low-cost solar solution is supported by an investment from Acumen Fund, a Mumbai based global social venture fund. Acumen has partnered with Orb since June of 2011 and has invested \$1.14 million. “We are proud to support Orb in its work to provide innovative energy solutions to low income families,” said interim India Director, Ankur Shah. “In a significant step for solar solutions, Orb is providing families with not only light, but clean, affordable energy for entire households.”

Damian Miller, the CEO of Orb Energy, said: “We are very pleased by the initial response to our Solectric plug and play solar system, and expect it to play a significant role in helping to illuminate power-starved homes and enterprises in rural India. We are also extremely pleased to welcome Naresh Malhotra to our board, and look forward to learning from his exceptional experience at Café Coffee Day.”

For further information:

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Notes to Editors:

Orb Energy

Orb Energy is headquartered in Bangalore. Orb's main activities are design, manufacturing, sales, marketing, installation and servicing of solar systems through a network of branches and channel partners. Customers who are interested in learning more about Orb Energy and its product range are invited to call their customer care line on +91 9900520505 and visit their web-site at www.orbenergy.com.