



Orb Energy Crosses 100 branches in Karnataka

Orb Energy is building India's Largest Branch Network for Solar Energy Systems

Tuesday, 7th April 2015. Orb Energy ("Orb") today announced that it has surpassed more than 100 branches in Karnataka. From its branch network Orb sells, installs and services solar energy systems for electricity and hot water for both residential and commercial customers. Orb designs, and manufactures its own range of solar systems from its head office in Bangalore.

Damian Miller, the Chief Executive Officer of Orb, said: "Orb is in the process of building the largest branch network for solar energy in India. Our unique approach ensures that our products are sold, installed and serviced at optimal quality. Our objective is that customers should experience the best solar systems available, coupled with expert installation and reliable after-sales service. Having a distributed network of branches is key to achieving this."

Orb's branch network in Karnataka covers not only the major towns and cities in the state but also small towns and rural areas. In addition to serving urban customers, Orb also serves rural customers where solar helps struggling families and businesses to reduce their energy expenditure and have a more reliable form of energy.

With a total of 105 branches now in Karnataka, Orb sees that the state could have more than 150 branches by the end of this fiscal year. The company is now in the process of establishing more branches in and around Bangalore where it is yet to establish its presence.

Nithyananda Shetty, Vice President – Retail, said: "Most solar companies focus mainly on Bangalore, but we are different. We started with establishing our retail network across the state, covering many under-served rural areas of Karnataka first, and now our focus is on adding more branches in Bangalore. We will be establishing 10 branches in Bangalore during the course of 2015."

Orb's mission is to make solar affordable, accessible and hassle free to Indian homes and enterprises looking for a better energy alternative. Expanding its branch network across Karnataka, and eventually across the country, is key to fulfilling its mission.

To reach its customer base, Orb has established a total of 170 branches in 8 states of India, and plans to expand to 500 branches in India over the next three years. Till date Orb has sold more than 70,000 solar systems since it commenced operations in 2006, and is presently raising capital for further expansion.

About Orb Energy

Orb's India headquarters are located in Bangalore, where it designs and manufactures its own range of solar energy systems for domestic sale, and export. Customers who are interested to learn more about Orb Energy's products, or franchisees wishing to run an Orb Energy branch, should call +91 9900520505 and can visit www.orbenergy.com.

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