



CleanMax™
POWERING SUSTAINABILITY



YOUR
CORPORATE SUSTAINABILITY PARTNER
TO GO GREEN

CORPORATE SUSTAINABLE PARTNERS

As renewable energy emerges as a mainstream source of energy, the industry has seen dynamic growth in the past few years.

Corporates in India and across the world are aiming for 100% renewable energy, to achieve their sustainability goals and also achieve operating cost savings.

CleanMax provides Opex and Capex renewable energy solutions that can help corporates and institutions move towards a sustainable future.

We provide our clients with turnkey clean energy solutions involving designing, engineering and execution that are simple and hassle-free.

CleanMax is Asia's most trusted sustainability partner and one of its largest providers of renewable power to corporates. Since its inception in 2011, CleanMax has pioneered the 'energy sale' model, popularly known as the 'Opex model', in the rooftop solar industry in India. Besides rooftop solutions, CleanMax has developed a network of grid connected open access solar and wind farms across India to supply renewable energy to its corporate clients who are looking to achieve 100% renewable energy sourcing.

CleanMax, has a highly skilled and dedicated team of professionals spread across India, UAE, and Thailand. Serving multiple industries, CleanMax's clients span the fields of Automobile & Auto ancillaries, Education, Pharmaceuticals, FMCG, Information, Technology, Chemicals and Petrochemicals, Packaging, Cement and Transport, and others.

STRATEGIC INVESTORS

Augment Infrastructure is a US-based fund manager that invests in infrastructure companies globally on behalf of its investors. Augment Infrastructure focuses on growth infrastructure strategies, primarily in emerging markets, across sectors such as power, water and sanitation, telecom infrastructure and transport.

UK Climate Investments (UKCI), a joint venture between the Green Investment Group and the UK Government's Department for Business, Energy and Industrial Strategy. UKCI is managed by Macquarie Infrastructure and Real Assets, the world's largest infrastructure manager.

Danish Investment Fund (IFU), the Investment Fund for Developing Countries is a Danish impact investor contributing to green, just, and inclusive societies as well as supporting the Sustainable Development Goals. They provide risk capital to companies operating in developing countries across Africa, Asia, Latin America, and parts of Europe.





COMPANY MILESTONES

Our emphasis on simplified solar and wind solutions has helped us achieve newer milestones year after year through rapid adoption of solar and wind power by our clients. Here's a summary of our journey till now:

- 2011
 - Inception of Clean Max Enviro Energy Solutions Pvt. Ltd.
- 2012
 - Pioneered and introduced the Energy Sale or Opex model in Indian Solar Industry
- 2013
 - Commissioned our 1st rooftop solar plant for SKF, Pune
- 2014
 - Operating capacity reached 1 MW
- 2015
 - Total operating capacity increased to 10 MW
 - Expanded its offering to include grid-connected solar farms for corporate clients
- 2016
 - Karnataka's first open-access solar farm commissioned by CleanMax, with initial capacity of 5.5 MW
 - Cumulative operating capacity reached 100 MW
- 2017
 - Asia's largest private solar PPA of 30 MW was commissioned as a group captive solar farm in Tamil Nadu
 - Partnership sealed with Hitachi Hi-Technologies Limited
 - Raised equity investment by Warburg Pincus, a leading global private equity firm and International Finance Corporation (IFC), a member of World Bank Group
 - Commencement of Operations in Dubai, UAE
- 2018
 - First Solar lease agreement signed in Dubai
 - Commencement of operations in Bangkok, Thailand
 - The cumulative operating capacity reaches 500 MWp
- 2019
 - Equity Investment by UK Climate Investments (UKCI)
 - The first project signed in Thailand
 - Strengthens its positioning in UAE with portfolio size of 20 MWp
- 2020
 - The cumulative operating capacity reached 650 MWp
 - Received ISO 45001 Certification
 - Commissioned first Wind Farm at Hosahalli, Karnataka
- 2021
 - INR 1.6 billion equity investment raised from Augment Infrastructure, a US-based fund manager
 - First Renewable Energy company in India to commission Wind Solar hybrid farms, with 100+ MW capacity deployed
 - UAE rooftop solar portfolio grew to 60 MW

LEADERSHIP TEAM



Mr. Kuldeep Jain

Founder and Managing Director

Previously a global partner at McKinsey & Company, he headed Energy and Corporate Finance practices for the same. He has an MBA from IIM Ahmedabad and also holds Chartered Accountant (CA) and Cost Accountant degrees from ICAI and ICWA, respectively.

Mr. Andrew Hines

Co-founder and Chief Commercial Officer

Earlier with Suzlon and BP Alternative Energy, Andrew holds an MBA from the University of Pennsylvania (The Wharton School) with a specialisation in Strategic Management.



Mr. Sushant Arora

Co-founder and CEO MENA (Middle East & North Africa)

Based in Dubai, Sushant Arora heads CleanMax's Middle East & North Africa business. Earlier he headed West India business development at CleanMax. He was previously working with Milestone Ecofirst, a clean-tech firm specialising in built environment solutions. Sushant has a Bachelor's Degree in Electrical Engineering from IIT Bombay.



Mr. Nikunj Ghodawat

Chief Finance Officer

Nikunj is responsible for project investment, fund raising, project down sale, corporate finance, and investor relationships. Nikunj is PGDBA, MS (Finance) and level III CFA candidate. Prior to joining CleanMax, Nikunj was leading renewable energy transactions for YES Bank's Investment Banking function.

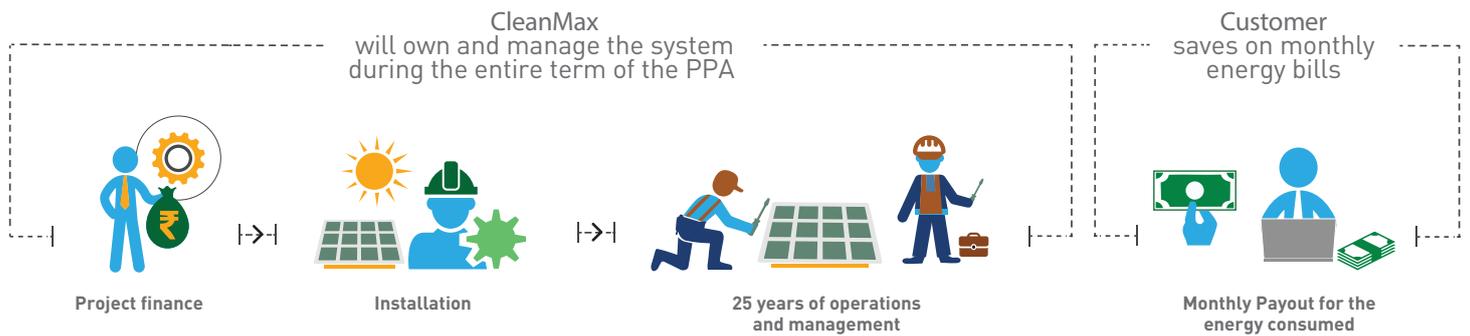


REDEFINING RENEWABLE SOLUTIONS FOR YOU

Rooftop/onsite Solar

1

Installing solar at your facility typically provides the lowest cost of power available. Whether on your roof, in open land inside your premises, or with a solar carport, onsite solar is an opportunity to put these unutilised areas to use. With OPEX model, onsite solar comes with zero investment and puts the performance risk on us. You pay only for the energy generated, which is typically 30-40% cheaper than industrial grid tariffs. By paying per unit, you also avoid taking risk on the technology, equipment life, or plant generation. You pay only for the energy, and leave everything else to us.



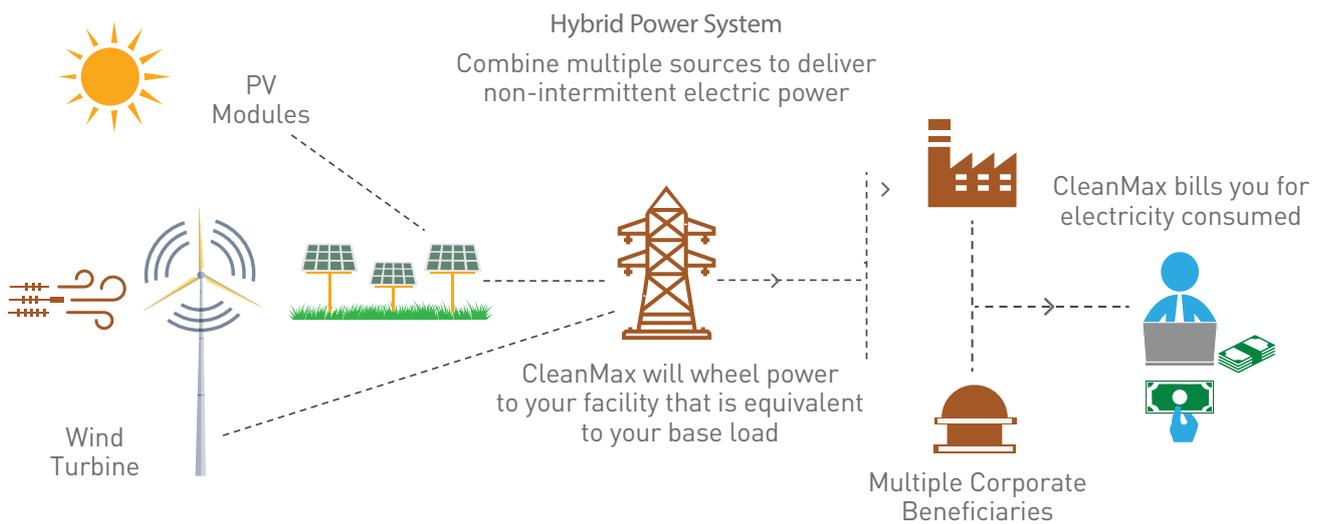
Actual image from Mahindra Group Company, Nashik.



2

Renewable Farms (Solar / Wind / Wind Solar Hybrid)

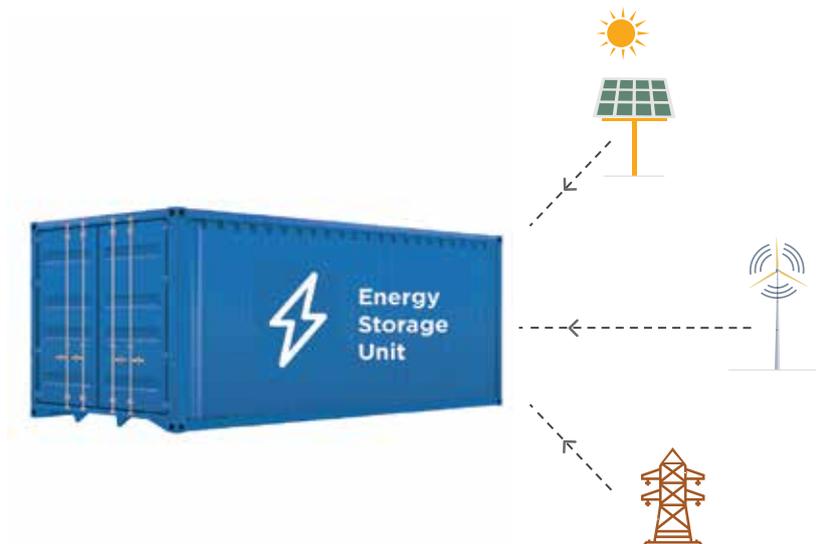
CleanMax supplies renewable power to its corporate customers from its large network of private grid connected solar and wind farms in several states across India. CleanMax has developed solar, wind and wind-solar hybrid power procurement solutions which allow corporates to achieve 100% renewable energy sourcing, and at a discount of anywhere from 20% to 40% against prevailing grid electricity tariffs. Several options, including third-party PPAs and group captive structures, or 100% ownership model are available depending on which power procurement model suits your business better.



3

Energy Storage

We have redesigned the typical financing structure to provide capex-free/zero-capex solutions to corporates through cutting-edge energy storage systems. Here, the design, investment, installation, and commissioning of advanced battery or Energy Storage Solutions (ESS) is done by CleanMax. ESS can provide multiple benefits aside from solar power, including reducing diesel usage, replacing UPS systems, and even reducing demand charges. CleanMax provides the energy storage lease with clearly defined Service Level Agreements (SLA) for the contract period.



WHY CLEANMAX

Our end-to-end solutions, from installation to financing and maintenance, are powered by our experienced team of industry professionals, to bring the power of renewable energy within your reach. Here are a few key differentiating factors that make CleanMax a preferred sustainability partner for corporate India.

Trust and Professionalism

Trust is the backbone of any long-term partnership. CleanMax is the most trusted corporate sustainability partner in India for leading brands and several Fortune 500 companies. This trust is based on our professionalism, integrity, and our focus on building mutually beneficial, long-term client relationships. For our business, we target MNCs and AAA/AA rated companies who share these values.

In-House Capabilities

CleanMax is distinct in having in-house expertise in design, engineering, procurement, and project management. Hands-on experience in installing customized rooftop projects across diversified industries has ensured consistent plant performance and customer satisfaction, leading to 75% repeat business from corporate and institutional clients. Our in-house capabilities allow us to ensure strict adherence to quality, safety and compliance, and to turn around projects quickly and seamlessly.

Focus on Asset Management for Maximizing Electricity Generation

A commitment to asset management allows us to maximise long-term plant performance, for the mutual benefit of CleanMax and its clients. At CleanMax, we closely monitor factors such as module cleaning cycles to optimise generation, and strive for 100% uptime for all our projects.

To achieve this, CleanMax records over 100 parameters in real-time for every project, using a proprietary, state-of-the-art monitoring platform, which goes far beyond off-the-shelf, inverter-based monitoring systems used by many developers. This data is tracked at our National Operations Centre (NOC) in Mumbai, where any outage or shortfall in generation is immediately detected, and alerts sent to our local O&M team for appropriate action. Our monitoring system also allows for automated meter reading and billing, ensuring a seamless and hassle free customer experience.

Technology Innovation

CleanMax has always been a leader when it comes to using commercially viable technologies like solar trackers, robotic cleaning, and remote monitoring to provide reliable and low-cost solar power that is future-proof and adds value to our clients.

For example, our 145 MWp Sedam solar farm in Karnataka, commissioned in March 2018, was India's first 1500 VDC project, with an industry best DC:AC ratio of 1.45:1. 1500 VDC technology reduces overall losses in the system, and has become the new standard in large-scale solar plants globally.



Actual image from Carlsberg, Alwar

SAFETY FIRST, QUALITY ALWAYS!

Safety and Quality are always the first priority for CleanMax, whether during plant installation or during O&M and cleaning.

CleanMax works towards meeting the safety protocol by:

- Implementing a comprehensive Environment, Health & Safety (EHS) policy throughout our operations for all employees and contractors.
- Strictly adhering to safety guidelines, including the use of safety harnesses, lifelines, personal protective equipment (PPEs), and all relevant regulations for safety and labour laws.
- For each project, a Job Safety Analysis is done where we identify and categorise risks involved in the various stages of the installation process as low, medium, and high, and necessary precautions are then taken accordingly.

As a renewable energy developer, we aim to reduce the lifetime cost of energy by ensuring extended asset life, and high, long-term performance.

- We vouch for the use of the highest quality of all components, including the highest quality modules and wind turbines backed by robust performance warranties
- At CleanMax, we conduct rigorous in-house and 3rd party environmental analysis to optimize the plant design, considering weather conditions throughout the year
- We design systems to match the site requirements, including wind speed, corrosion risks, maintenance requirements, and several other factors



CASE STUDIES



CARGILL MEETS 90% OF ITS ENERGY REQUIREMENT USING WIND SOLAR HYBRID SOLUTION

Cargill, the US based global food corporation with a large factory at Davangere, Karnataka required power round the clock. CleanMax arrived at an optimal mix of wind and solar power, to deliver approximately 40 million units of power every year, throughout the year. This Wind Solar hybrid farm began generating power in 2019, providing up to 90% of the factory's power requirement.

SUSTAINABLE MANUFACTURING WITH TATA MOTORS

CleanMax has commissioned a 2 MWp solar rooftop plant at the manufacturing facility of Tata Motors in Sanand, Gujarat. The factory is well-known for the manufacture of the ground-breaking, low-cost car, the Tata Nano. With this project, the manufacturing plant saves approximately INR 3 million annually. The rooftop plant has also reduced the factory's indoor temperature and generated long-term employment opportunities. For this project, CleanMax has won the FT/IFC International Transformational Business Award 2018 in the Transformational Business Infrastructure category.



ADOBE GOES 100% RENEWABLE WITH CLEANMAX

Adobe India, one of the world's leading software companies, partnered with CleanMax to go green at its Bengaluru office. Adobe India will meet almost 100% of its electricity requirements through the solar farms set up in Tumkur and Bellary, Karnataka by CleanMax, under a 2.5 MW Power Purchase Agreement (PPA).

KEMPEGOWDA INTERNATIONAL AIRPORT'S SOLAR JOURNEY

As India's 3rd largest airport, the Kempegowda International Airport, Bengaluru, is a leader in driving sustainable business practices. CleanMax worked within significant security restrictions at the airport to successfully install a 504 kWp solar power plant in March 2016, covering an area of approximately 2 acres. Two years later, the airport expanded its relationship with CleanMax by procuring 13 MW of solar power from CleanMax's private solar farm in Karnataka.



WHAT OUR CLIENTS SAY ABOUT US



We found CleanMax to be a company which is the right fit for us. A company which understands project management philosophy very well.

Mr. Suhas Baxi
Managing Director,
Konecranes India



We appreciate the way CleanMax approached us and explained every aspect in detail, including the fact that it's a capex-free and maintenance-free model.

Mr. Chandrashekhhar Lohani
Associate VP – Operations,
Alkem Laboratories Limited



I am really happy that Knorr Bremse CVS Pune could realize a project to install solar panels which are following the plant to run independently with solar energy power during the daytime.

Mr. Wolfgang Krinner
Member of Executive Board,
Knorr-Bremse SfN GmbH



AWARDS AND ACHIEVEMENTS

YEAR 2021

- "Best Propagating Organisation Award-2021" in the 32nd DiGiTAL CHAPTER CONVENTION ON QUALITY CONCEPTS(Di-CCQC), organised by Quality Circle Forum of India(QCFI)
- 'Wind Solar Hybrid Project Of The Year' at EQ's India Solar Awards
- Honoured to get the first Wind Solar Hybrid Project recognized as the "Best Hybrid Project" at the Mercom India Awards 2021
- EHS (Environment, Health & Safety) Award in Renewable Energy Sector at the 8th Global Safety Summit 2021 by World Safety Forum & UN Global Compact Network (UNGCNI)

YEAR 2020

- Receive an ISO 45001:2018 certification for compliance to global standards for management systems in occupational health and safety

YEAR 2019

- "Company of the Year 2019" in the Power and Energy category at the Zee Business Dare to Dream Awards 2019
- "Sustainability Solutions Provider of the Year" at the India Sustainability Summit and Awards

YEAR 2018

- ET Now Star of the Industry Award for "Best Green Energy Efficiency Initiative"
- 'Leading RE Resco Award' at the Renewable Energy India (REI) Awards
- First Indian company to receive the 'Transformational Business Award' at the Financial Times / IFC Transformational Business Awards

YEAR 2017

- Awarded for the second consecutive year, the 'Rise Award' for Excellence in Solar Park by Mission Energy Foundation
- Received the 'Leading Rooftop EPC- Solar Award' at the Renewable Energy India (REI) Awards

YEAR 2016

- Received National Excellence Award for Rooftop Solar Developer & Rooftop Solar EPC player category by Ministry of New and Renewable Energy (Government of India)



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