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Powering Solar's Next Growth Phase

Gautam Das, Founder & CEO of Oorjan Cleantech, discusses how data-driven monitoring, flexible financing models, and energy storage solutions are helping make solar more efficient, accessible, and scalable for businesses across India.

How is Oorjan using data and IoT to improve the monitoring and maintenance of solar installations?

At Oorjan, we believe a solar asset should not simply be installed - its generation and returns must be continuously monitored and optimised. We use IoT-enabled monitoring to track generation, plant performance in real time. This helps identify deviations and initiate corrective actions before they result any adverse impact on generation.

Our technology is geography and inverter agnostic, allowing us to monitor assets across locations and configurations. The resulting data



helps us benchmark performance, strengthen preventive maintenance and improve system design and management.

Our goal is to move from reactive maintenance to predictive, data-led asset management, helping customers maximise generation, minimise downtime and improve the long-term returns.

How can flexible financing make solar energy more accessible to homes and growing businesses?

The barrier to solar adoption is often not the technology, but the upfront investment. At Oorjan, we therefore see financing as an integral part of our offering.

We offer Capex, loans, Power Purchase Agreements (PPA) and Pay-As-You-Go (PAYG) models, tailored to customers' financial requirements. Our partnerships with banks and NBFCs further reduce the upfront burden, particularly for small and medium businesses.

For businesses, flexible financing can transform a large upfront capital expenditure into a predictable energy cost, freeing capital for core operations while delivering sustained savings. We believe the next phase of solar adoption will be shaped by the convergence of technology, innovative financing and predictable savings.

Which customer segments and solar solutions will shape Oorjan's growth over the next five years?

Our growth will focus strongly on Commercial & Industrial (C&I) customers, across both rooftop solar and Open Access renewable energy. Oorjan already has rooftop customers across 22 states and Open Access customers across 8 states, and we are committed to scaling across India.

We see Battery Energy Storage Systems (BESS) as another major growth opportunity. Solar combined with storage can improve power reliability, optimise consumption, reduce expensive (peak-power) dependence and give businesses greater control over energy costs.

Our ambition is to build an integrated clean-energy company spanning rooftop and Open Access renewable energy, BESS, financing, customer adoption and post-sales support. Our GreenCare technology platform is an important part to this journey, enabling smarter monitoring, asset management and customer engagement. We will continue to invest in technology, talent and capabilities to enhance customer experience and deliver solutions that are both commercially attractive and environmentally responsible. ■