

ACME to offer EcoGrid – Li-Ion based Energy Storage Solution through Amazon India

- **EcoGrid is world's leading Lithium-ion based Energy Storage Solution**
- **First-of-its-kind high energy power back-up solution available on Amazon India**

New Delhi, 29 March 2016: Committed towards promoting and creating energy efficient solutions for the future, ACME Group, India's leading clean energy player, today announced that it has strategically positioned EcoGrid – India's first Lithium-Ion based Energy Storage System for sale at Amazon India, world's largest online retailer.

EcoGrid is a 5kVA Plug-and-Play Energy Storage Solution powered through technologically advanced and sustainable Lithium-Ion batteries with a lifecycle of over 10 years. This is the country first of its kind high energy power back-up solution that combines the appeal of green energy, the convenience of power back-up and the strength of high-end storage system for uninterrupted power supply.

Given Amazon India's wide reach and an approximate 50 million monthly visitors, positioning EcoGrid on the online marketplace would help ACME reach out to Amazon's strong customer base across the country. Online marketplace offers a larger scope for niche brands to stand out among peers and result in better sales prospects.

Commenting on the vision behind offering the product online, **Mr. Samir Sharan, CEO, ACME** said, *"The objective to sell EcoGrid through the etailer mode was taken by keeping in mind the solution's vast potential and applicability across the wide demography of the country. Our market research has revealed promising take-off of this solution at online medium as against the over-the-counter network."*

Commenting on the value-proposition in the backdrop of need for energy efficiency and growing concerns against environmental damage and added, *"EcoGrid is the ideal solution as a one-time investment in the clean energy space to mitigate environmental hazards created by existing energy storage units for a decade. Features like increased efficiency, lifecycle up to five times and zero maintenance make this clean energy product an ideal long-term solution in the country."*

Salient features of EcoGrid are:

- Modular configuration, High efficiency energy storage system based on Lithium-ion technology, No fuel required
- Environment friendly technology
- Full recharging time 2 hours, Long life over 10 years for single charge/discharge cycle per day
- Occupies 1/5th space and weighs 1/7th of conventional battery
- The electricity storage capable to give power back-up for 1 hour at full load operation
- Ready to integrate rooftop solar panels as & when required

About ACME Group:

The ACME Group is a leader in the field of energy management and innovative solutions for the wireless telecommunications and alternate energy sector. It prides itself as a pioneer in the development of green technology solutions that are environment friendly, energy efficient, & cost effective and also capable of delivering a quick return on investment.

ACME aims to install solar power capacities up to 7500 MW by year 2019 and has a current portfolio of 701 MWp at present.

The ACME group is a result of the vision and commitment of its founder, Mr. Manoj Kumar Upadhyay. He sought to realize this goal by providing radically new technology solutions through intensive research and development instead of making incremental changes to existing technologies. The establishment of ACME Cleantech Solutions Pvt. Ltd. (formerly ACME Tele Power Limited) in 2003 was the first step towards realization of this dream.

Today ACME products are installed over 1,50,000 telecom sites across the globe. ACME products help significant Carbon Emission Savings to the tune of 2.2 million tonnes per annum.

ACME has enabled telecom expansion to farthest as well as most interior and hitherto unconnected regions of India while reducing carbon emissions from the telecom site as well. The Company today enjoys an international presence, through its own establishments, channel partners, and associates. For further information, please visit <http://www.acme.in/>; <http://www.ecogrid.in>

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