

# TelecomTiger

## A. Sethuraman Interview with Telecom Tiger

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Clean and green energy has never taken such a pronounced tone in every sector as it has taken these days. Deeya Energy's ESP flow battery technology reduces CO2 emissions and transforms rechargeable batteries from short-lived consumables to long-lasting capital assets. In an interaction with TelecomTiger, A. Sethuraman, Managing Director & Sr. Vice President – Global Operations, Deeya Energy (India) Pvt., Ltd. speaks about company's activities, its technologies useful for telecom sector and the future plans.



Excerpts:

### **Q. What are the activities of Deeya energy in India?**

**A.** Deeya energy is having its R&D in Fremont California and the rest of the activities are all in India. Our Indian operations cover activities such as design and engineering of the energy storage platforms, manufacturing, supply chain, reliability and quality, product management, global marketing, global sales and global support and services. They all support functions such as Finance, HR, administration etc.

### **Q. Telecom industry is the second largest consumer of diesel in India. It is also one of the most pollutant industries. How can Deeya energy help it?**

**A.** As per reports available in the public domain, Telecom industry consumes around 5.12 billion litres of diesel every year and emits around 13 MT of CO2 in the environment. As our clean and green technology 3rd generation Energy Storage Platforms can be charged fast and linear, and has unlimited cycle life, it could reduce DG run hours drastically and in some configuration, ESP3 could even eliminate the DG run requirement completely. Data from the field trials shows on average ESP reduced diesel consumption by 56% (which goes as high as 92% saving in some cases). That

means an extrapolated figure of around 2.86 billion litres of less diesel consumption per year (and equivalent to 7.2 MT of less CO2 emission in environment) as per the above public data.

**Q. Have you started commercial operations in India? If yes, who are your big clients? If no, when will you start operations?**

**A.** Yes, we have started our commercial operations in India. We have our facilities fully equipped for the aforementioned activities and we have many leading telecom tower companies in India, Africa and Indonesia as our prestigious customers.

**Q. What are your future plans?**

**A.** The fourth generation ESP with 5kW of modular stack and energy capacity ranging from 30 kWh to 60 kWh is under R&D stage and would be available commercially by early 2014 (tentative). ESP4 would cater to emerging market energy storage applications like rural electrification, community storage, data centers, cold storage etc. The fifth generation product of larger scale catering to solar/wind integration and multi megawatt grid storage would be available by 2015.

Source: [TelecomTiger](#)