



Our goal is to remain at the forefront of sustainable energy solutions.

VAMSI KRISHNA GADDAM

Joint Managing Director, Visaka Industries

How do you envision the integration of solar panels with smart home/building systems for energy management and efficiency?

The integration of Solar Roofing System with smart home and building systems presents a promising avenue for enhancing energy management and efficiency. Our ATUM integrated solar roof can seamlessly integrate with these systems, allowing homeowners and building managers to optimize energy usage. By integrating ATUM solar, users can make informed decisions to maximize energy savings and reduce overall consumption, contributing to a more efficient and sustainable energy ecosystem.

Some of Visaka's manufacturing plants themselves use the sustainable energy generated by ATUM Solar.

What are the USPs of your ATUM Solar?

The key USPs of ATUM Solar lie in its innovative design and functionality:

- ATUM's integrated Solar Roofing System generates 30% more green energy compared to conventional solar panels.
- The seamless integration of solar panels with the roof eliminates the need for additional mounting structures and enhances architectural aesthetics.
- Unlike traditional roofs, it provides an additional source of income by giving guaranteed year-on-year returns.
- The fibre cement board base provides superior insulation against heat, leading to energy savings by maintaining cooler building temperatures.
- ATUM solar is durable and wind-resistant, capable of withstanding speeds of up to 250 kmph, snow-loads of up to 1,000 kg.
- ATUM solar panels are compliant with IEC standards and hold patents from the USA,

South Africa, and India.

- Through ATUM, we have contributed to a reduction in carbon emissions of more than 100,000 tonnes thus far.

How does your company prioritize sustainability in its manufacturing and operational practices?

Sustainability is a core principle at ATUM. Our commitment to sustainability extends beyond our products and is deeply ingrained in our manufacturing and operational practices. We follow rigorous eco-friendly practices to minimize our environmental footprint during the production process. By employing cutting-edge techniques and materials, we aim to set new industry standards for sustainability. Our integrated Solar Roofing System not only generates clean energy but also embodies our dedication to reducing environmental impact across all aspects of our operations. In fact, some of Visaka's manufacturing plants themselves use the sustainable energy generated by ATUM Solar thereby creating net zero in terms of power consumption and zero carbon footprint.

In terms of cost-effectiveness, how do your solar panels compare to other energy sources and competing solar technologies?

ATUM's Solar Roofing System offers cost-effectiveness through its dual functionality of generating energy while serving as a roofing solution. The integration of solar panels into the building's structure eliminates the need for separate installation, saving on additional mounting costs. Moreover, the energy savings resulting from the superior insulation properties

and efficient energy generation contribute to long-term cost savings for homeowners and businesses. While specific cost comparisons can vary based on individual circumstances, our integrated system aims to provide a holistic and financially advantageous solution compared to traditional roofing combined with separate solar installations.

Are there any plans for expanding your product line or venturing into related areas within the renewable energy sector?

Yes, Visaka Industries is committed to continuous innovation. After Vnext, ATUM Solar, Atumobile, ATUM charge and ATUM Life - we are actively exploring opportunities to expand our product line and venture into related areas. Our goal is to remain at the forefront of sustainable energy solutions by introducing new products that further contribute to energy efficiency, green energy generation, and environmental sustainability.

What challenges do you anticipate in the future for the solar panel industry?

In the future, as the solar panel industry continues to grow, challenges related to technological advancements, regulatory changes, and market competition are anticipated. At ATUM, we are committed to staying at the forefront of innovation. Our ongoing research and development efforts ensure that our technology remains competitive and adaptable to evolving market demands. We continuously invest in improving the durability, efficiency, and integration capabilities of our solar roofing system to address these challenges effectively.

What is your advice to construction professionals for the integration of solar panels into their projects?

Construction professionals should seriously consider the integration of solar panels into their projects as a means to harness clean and renewable energy. ATUM's integrated Solar Roofing System offers a unique advantage by seamlessly blending solar panels with the building's design. This eliminates the need for additional mounting structures and enhances the aesthetic appeal. By integrating solar panels during the initial construction phase, you not only contribute to sustainable energy generation but also future-proof the building for energy efficiency.



What according to you are the key factors contributing to growth & development of solar industry in India?

The growth and development of the solar industry in India are underpinned by a combination of factors. These include the escalating demand for clean and sustainable energy sources due to increasing energy needs and the government's emphasis on clean energy policies. India's ambitious renewable energy targets and commitment to climate goals further drive solar adoption. Favourable government policies, incentives, and a focus on reducing energy costs contribute to the industry's expansion. Moreover, the system's space-efficient design resonates with urbanization trends, while the emphasis on sustainability and job creation aligns with broader socio-economic objectives.

What are the latest products and solutions offered by the company?

Along with ATUM, Visaka Industries is constantly aspiring to incorporate sustainability into all its products. Using ATUM, we have set up a nationwide EV Charging Network dubbed ATUM Charge which is a one-of-a-kind solar powered EV charging station. The setup is such that the station draws power from our integrated solar roof to charge any two, three, or four-wheeler. There are currently over 250 charging stations across India.

Visaka also set up ATUM Life – a one-stop Experience Centre which houses certified sustainable products from across brands and product categories. From day-to-day groceries to children's games, makeup and beauty essentials, even electric bikes. There are two ATUM Life stores currently. One in Begumpet, Hyderabad and another on the popular MG Road, Bengaluru with many more stores in the offing. ■

Using ATUM, we have set up a nationwide EV Charging Network dubbed ATUM Charge.