



PRESS RELEASE

DURON Solar Launches DURON Breeze

A Product Offering Reliable Solar Power and Freedom from Darkness, Heat

Bangalore, Karnataka- 26th August, 2011 – DURON Energy Pvt Ltd. under the brand name Duron Solar, today launched an exciting new range of portable easy-to-install Solar Power products in the Karnataka market.

These products, targeted at villages and towns with no or low availability of electricity, will ensure availability of power during power cuts. The well designed and technically superior Duron Solar products bring the benefits of electricity to the households even in the remotest of areas.

The easy- to- install DURON Solar products have low recurring cost and help replace kerosene lamps and other expensive alternative sources of electricity.

These products harnessing, easily available solar energy, not only provide clean, smoke free and environmentally safe electricity, but also offer tremendous savings and convenience to the users.

Duron Solar's products offer many distinctive features-

- Plug-and-play for ease-of-use and service
- Portable design for multi-purpose usage
- Microcontroller based design for battery protection and battery life
- Robust rural market centric design
 - Battery level indicator
 - Dim and bright light switches
 - Dust proofing and long lasting water-proof LED lights
- Wide spread distribution with efficient service after sales network

DURON Solar has been operating in the Karnataka market for the last two years and its product DURON PRO is an essential and trusted part of thousands of households.

Based upon the feedback from customers about the need to have a DURON Solar product which can run a fan, DURON BREEZE is being launched in the Karnataka market.

DURON BREEZE offers three-in-one benefits:

- A DC pedestal fan
- Two energy efficient LED based lights
- Mobile phone charger

Speaking on the occasion of the launch of DURON BREEZE, Mr. Ajay Awasthi, President & CEO of the company said, "The philosophy of DURON Solar is to use latest technology to offer high quality and reliable products to its customers.

Our US based investor, Idealab is known for pioneering new technologies and the products from DURON Solar are part of that rich legacy.

Coupled with this, the widespread village level sales and distribution network ensures that the company is always accessible to its customers.

Our satisfied customers from different segments - from Bhatta owners, beedi workers, farmers, shopkeepers to housewives bear testimony to our commitment to the people of Karnataka."



Once fully charged, DURON BREEZE can run all of the above devices for 4 hours.

However, if the customer chooses to use only the fan option without the lights and the phone charging, the same can be run for more than 7 hours. The other extremely useful feature is the facility to charge mobile phones.

In villages without dependable grid electricity connectivity, the facility to charge a mobile phone keeps one connected all the time.

DURON BREEZE uses latest technology and has many customer friendly features - Lightning protection, Dim/Bright light option, Battery level indicator and the innovative Maximum Power Point Tracking (MPPT) technology to derive maximum power from the solar panels. The aesthetically designed products are portable, easy-to-install and are backed up by a well spread out sales and service network.

“Apart from the many customer friendly features, the use of the latest international technology in DURON BREEZE ensures that running cost for 4 hours per day is less than Rs. 2. This brings in huge savings for our customers while ensuring consistent availability of electricity during the usage time,” said Mr. Awasthi. “The product cost can be typically recovered in 2-3 years through the savings. If one adds to this, clean reliable power, the benefits are really significant,” he added.

DURON Breeze will be available in Karnataka market from the first week of September.

About DURON Solar

DURON Energy Pvt Ltd. head quartered in Bangalore, is an Idealab company, a renowned California, USA based incubator of technology companies.

DURON Solar (www.duronenergy.com), the brand name of the company, was founded with the mission to bring power to millions that live without adequate power by harnessing solar energy. It has been rapidly expanding its operations in the Indian rural markets with a growing product line to serve the needs of various customer segments. With its superior technology, focus on quality and efficient service-after-sales network, DURON Solar is quickly establishing itself as a leading player in the Indian market.

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