



## INTRODUCTION

Under plausible economic and population assumptions, CO2 emissions will grow to 40 billion tons by 2030, projects the International Energy Agency. About three-quarters of the increase are forecasted to come from developing countries, two-fifths from China alone. The increasing greenhouse gas emissions can be taken care by establishment of green technologies, clean-tech startups and efficient use of conventional, thermally generated electric power. We at P2 Power Solutions Pvt. Ltd. have humbly contributed to the latter, through a technological solution for improvement of Power Quality in buildings and industrial electrical loads. This is capable of immediately improving power usage efficiencies, resulting in reduced power bills by over 10%. As a strong believer of “Global Energy Security”, we want to present our IIT Kharagpur incubated start-up in one of the hottest sectors of energy efficiency.

## PRODUCTS AND SERVICES

Our flagship product **i-Con – The Intelligent Power Conditioner** is available in a series of four different variants:

- **P Series** – The Power Factor Master maintains instantaneous Power Factor at unity and corrects both leading and lagging Power Factor. It eliminates Power Factor penalties from utility.
- **H Series** – The Harmonic Conditioner reduces current and voltage THD levels within international IEEE 519 standards.
- **L Series** – The Load Balancer is an active load balancer to distribute the load evenly on the three phases at all instants, ensuring maximum utilization of the system.
- **N Series** – The Neutral Protector is an active controller that controls the unnecessary current flow through the neutral, protecting it from overheating.

The product provides the following unique benefits to the customers:

- Improves the overall energy efficiency of the electrical distribution system through continuous and reliable power
- Integrates power coming from various sources which improves the quality of the consumed power. It has the ability to be integrated with both renewable and non renewable sources of energy.
- It also reduces utility bills and increases utilization.
- It reduces downtimes resulting in increased profits.
- Also there is reduction in the carbon footprint and longer life to the equipment.

## THE DIFFERENTIATING FACTOR

We are being counted amongst the pioneers in the field of power quality. Various awards and recognitions received at national and international platforms are testimony to it. This has been achieved by working with industry experts who are in-sync with the latest developments in the field.

To add to this, we offer high quality services and products at the lowest possible price. The unique and innovative features in our products are not available in any other competing product at this price.

#### **WAY AHEAD**

We are now looking forward to extensively market the product in the national market. We would be using both direct and indirect channels of marketing. At the same time we have plans of increasing the workforce size and expand the company's operational presence to other locations.