



New
Ventures
INDIA 

Facilitating Sustainable Businesses

New Ventures India
PORTFOLIO
Companies
2006 - 08



British High Commission



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About New Ventures India

Economic growth in India has traditionally depended on the governing state, macro- and microeconomic policies, public finance, financial systems, and other basic elements of the country's economy. But over the past couple of decades, the country has headed for liberalization and the Central government has been promoting private sector leadership and investment in economic development. Small and medium sector private businesses contribute as much as 80 % to India's GDP and also have a substantive effect on the existing natural resources.

Sensing the gap between the SMEs and the investor community, in late 2005, WRI and the CII-Godrej Green Business Center launched New Ventures India through a Global Development Alliance partnership with USAID.

New Ventures India (NVI) is a center of sustainable entrepreneurship, specially designed to meet the needs of Indian sustainable entrepreneurs and help them overcome common business challenges to deliver environmental and social benefits as well as economic development and opportunity.

New Ventures India is a joint initiative of the CII- Sohrabji Godrej Green Business Centre, Hyderabad and the World Resources Institute, Washington DC. This initiative is supported by USAID under the Global Development Alliance mechanism and British High Commission under the Strategic Programme Fund.

The only program of its kind, New Ventures aligns social and environmental development with local economic growth to create lasting change in emerging economies such as Brazil, China, Indonesia, Mexico, Colombia, and India. By providing sound investment opportunities in emerging economies, the program demonstrates a successful model for poverty alleviation and environmental protection through sustainable business growth.

What we do:

New Ventures India delivers:

1) **Stronger sustainable businesses:** We provide mentoring and technical assistance to entrepreneurs through an extensive network of business consultants, business school students, and technical

experts. Mentors help companies prepare sound business and financial plans and target new markets. New Ventures also offers general business workshops to prospective New Ventures companies and start-ups.

2) **Linkages to investors and markets:** We connect entrepreneurs with potential investors through Investor Forums and other targeted investor events.

3) **Access to the New Ventures network:** Companies in India will be able to benefit from the New Ventures global network with sister programs in Mexico, Brazil, China, Colombia, and Indonesia and leverage resources from the Global office in Washington DC. In each country, we engage and partner with local institutions to generate local capacity for sustainable enterprise support and to create long-lasting support networks that are tailored specifically to entrepreneurs in that country.

New Ventures India is encouraging the creation of new green enterprises by engaging Indian business development organizations and creating a network of investors and financial institutions.

New Ventures supports small and medium-sized enterprises (SMEs) in environmental sectors. These companies are enterprises operating in fast-growth, green sectors such as:

- Advance Technologies for Water Management
- Agriculture/Organic Products
- Clean Technologies
- Ecotourism/Hospitality
- Energy Efficiency/ Renewable Energy
- Green Building Materials
- Rapidly Renewable Materials
- Resources, Recycle & Reuse

A select group of "finalists" receive pro-bono consulting through the NVI Mentoring Program. Entrepreneurs are then invited to present their business plans at a New Ventures India Investor Forum. They remain engaged with the Mentoring Program after the Investor Forum to further strengthen their businesses. Moreover, NVI conducts training programs and sector based workshops for sustainable enterprises.

NEW VENTURES INDIA ECOSYSTEM

Steering Committee

New Ventures India constituted a Steering Committee with the intention to scale up the initiative of supporting sustainable eco-friendly enterprises in the country by connecting them to capital and markets. The Steering Committee is primarily responsible for offering guidance and direction for the New Ventures India program. The committee is comprised of 22 members and is chaired by Mr. Vijay Chandok, Chairman, NVI Steering Committee and Senior General Manager & Head-SMEs, ICICI Bank. The members of the Steering Committee are stalwarts from financing institutions and venture capital/private equity funds.

Green Investor Network

New Ventures India launched the Green Investor Network at the Investor Forum in November 2007. The goal of the Green Investor Network is to facilitate investment into sustainable enterprises by providing investors with a source of dealflow and serving as a venue where knowledge about sustainable sectors. Through joining the Investor Network, investors will benefit from:

- A good source of deal flow through the Investor Forum, Investor Summit, Green Investor Network meetings and access to business plans.
- Access to information on green sectors and sustainable investment
- Increased interaction with entrepreneurs and other investors in the sustainability space.
- Recognition as a supporter of sustainable enterprises and many more.

Coaches' Network

The NVI Steering Committee under the leadership of the past Chairman, Dr. Nachiket Mor, the current Chairman, Mr. Vijay Chandok, and the committee members decided to develop a network of individuals who are willing to provide pro-bono mentoring to sustainable enterprises. Thus, during the Investor Summit in April 2008, New Ventures India launched the Coaches' Network. Dr. Saurabh Srivastava, who is internationally renowned for his contribution towards enterprise development and organizational skills, agreed to become the Chairman of this initiative.

This network was developed for those successful individuals who have faced the challenges of enterprise development and scaling-up successfully and are willing to assist other entrepreneurs by sharing their experiences and wisdom. The members of the Coaches' Network will give one-on-one mentoring to promising enterprises on specific business issues as well as feedback on their business plans and investor presentations.

Members of the Coaches' Network are selected for their experience in successful enterprise development or investments and their passion and commitment to sustainable growth.

Currently, 17 members are a part of the NVI Coaches' Network.

Major Events

Investor Forum

One of the goals of the intensive mentoring provided to the selected entrepreneurs is to prepare them to present their business to investors, beginning at the New Ventures Investor Forum. At Investor Forums, international and regional investors and potential partners connect with promising sustainable SMEs. New Ventures Finalists present their business plans to the audience and a distinguished panel of judges composed of top business executives and investors. New Ventures Investor Forums also feature a series of panels and discussions to help educate the investment community about global market trends in environmental sectors and sustainable investment.

Investor Summit

The Investor Summit focuses on issues regarding policy making and sectoral discussions with the investment community, senior officials from the Government of India, researchers and academicians for an exchange of ideas and views on how to further grow green sectors in India.

PORTFOLIO

New Ventures India
PORTFOLIO
COMPANIES

08

08



Accura Bikes Private Limited

Accura Bikes Private Limited (ABPL) manufactures and sells electric bikes, a product which has shown tremendous growth in India. According to an AC Nielson market study, the share of electric bike sales is forecasted to increase to 500,000 units by the end of 2009, almost 4 times the 130,000 electric bikes sold in 2007. The company produces three different models of electric bikes, and intends to start production on several other models, including three-wheelers.

Products & Services

Electric bikes are pollution free and economical means of transport, that are a viable, environmentally friendly alternative to conventional bikes and scooters in India and other developing countries. The global sales of electric bikes have grown by 20 percent since 2005, a trend that is expected to continue.

The Yadi bike is Accura's flagship model, and their best-selling product. It can run for more than 800 kilometres for the cost of one litre of petrol, and has a range of about 70 kilometres on a single charge. It produces no noise or pollution, requires no maintenance or no registration, is comfortable to ride and easy to charge. However, the company has also launched two more models, the Accura Yadi Plus which is a long range model that can run up to 200 kilometres on a single charge, and the Accura Active Plus which is a sturdier bike. The company currently sells the vehicles through a dealer network that covers 14 states, and will reach 17 states in the next year.

The company plans to launch other variants in the future, including three-wheeled variants of its bikes. ABPL currently sources parts such as motors, chargers and controllers from China, and assembles the bikes in its plants, but intends to start manufacturing these parts directly by 2010-2011. This move will reduce the production time and allow for greater quality control.

Social & Environmental Impacts

The bikes are pollution-free and noise-free. Each Accura Bike on average will save 1.015 tons of CO₂ every year. The company has a buy back provision in order to ensure that used batteries are recycled and do not pollute the environment.

E-bikes are also extremely cost-effective, due to their low operating costs, which makes them ideal for low income consumers in developing countries.

Funding Requirements

ABPL is seeking approximately INR 10 crore in equity investment to expand its operations by increasing its production capacity, hiring new employees, improving its infrastructure, growing its distribution networks and marketing. The company also plans to set up an online system to manage inventory, production, marketing, dealer relations, sales and servicing.

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Autoboxx Automation Technologies Private Limited



Autoboxx Automation Technologies builds affordable energy monitoring and management systems for small-area sites from 100 square feet up to 9000 square feet. There are estimated to be over 950,000 small-area sites in India and Autoboxx aims to capture 7.5 % of this market by 2013. Autoboxx's current customers include ICICI Bank, Reliance, and Airtel.

Products & Services

Autoboxx produces Building Management Systems that can monitor and effectively manage the energy consumption in buildings and utilities. So far, the company has developed customised automated systems for various types of customers, including bank ATMs, small retailers and telecom providers. Their experience has demonstrated that companies are keen to adopt technology that will not only reduce power consumption, but also enable better monitoring and control of utilities.

Autoboxx target market are sites that have an area of 100 square feet up to 9000 square feet. Existing companies focus mainly on larger sites of over 20,000 square feet, and at 4-10 times the price that Autoboxx charges, so the company does not face any direct competition for their products. Unlike other companies that provide generic building Management Systems, Autoboxx is able to develop customized products and services for each customer segment type.

The company has the first mover advantage in this sector, and intends to aggressively target the banking, telecom and SME/small retail sector. In the next five years, they intend to capture at least 7.5 percent of the total market share, with a special focus on bank ATMs and cell phone towers, where they expect to capture 22 to 30 percent of the market share. The company will be expanding by building 4 zonal offices and 18 branch offices across India, which will serve their clients with pre-sales support, site survey and requirement planning, installation and training as well as after sales service.

Social & Environmental Impact

Autoboxx's 'smart' Building Management Systems enable companies to optimize their power consumption, and reduce their carbon footprint as well as save on energy costs. Autoboxx produces systems for small retailers and SMEs as well, so their products help reduce operating costs for small companies.

Funding Requirements

Autoboxx requires approximately INR 20 crore (approximately USD 4.5 million) to fund infrastructure setup, staff, research and development, marketing and working capital.



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Eco-Recycling Limited (Ecoreco)

Ecoreco is an Electronics and Electrical Waste Management company, operating one of the first advanced e-waste recycling facilities in India. E-waste recycling is an established industry globally, and has tremendous potential in India, where over 300,000 metric tones of e-waste was generated in 2007. Ecoreco extends point to point service on the collection, dismantling, remarketing and disposal of hazardous waste.

Products & Services

Eco Recycling Limited was established in September 2007 by Infotrek Syscom Limited, a company listed on the Bombay Stock Exchange. Their aim was to develop a systematic and safe process for e-waste recycling. Ecoreco is the only organized e-waste recycler in the Western region, and one of only 4 other companies operating in this fast growing sector in India. In 2007, India generated almost 330,000 metric tonnes of e-waste and this figure is expected to rise to 800,000 metric tones by 2012. E-waste contains valuable metals such as copper, gold, silver, steel, aluminium and palladium that Ecoreco extracts in a safe and environmentally friendly manner.

Ecoreco has entered into deals with over 100 corporations in India to collect their e-waste (normally discarded computers), as well as sourcing agreements with various companies to ensure a continuous supply of material, which is critical in this sector.

The company has a 10,000 square feet facility in Central Mumbai where the e-waste is segregated into working and non-working components, dismantled, shredded, sorted into different commodities and the circuit boards are shipped to Umicore (Belgium) for extraction of precious metals. The company plans to build a larger recycling facility of over 50,000 square feet in Mumbai, and bring global best practices to an otherwise unorganized sector.

Social & Environmental Impact

E-waste contains not only precious metals, but also hazardous substances such as lead, mercury and cadmium. In India, e-waste recycling has traditionally been dominated by the informal scrap dealers who resort to crude and unsafe processes for recycling, resulting in severe environmental and health hazards. Ecoreco has brought global best practices which are environmentally friendly and safe for the workers.

Funding Requirements

Ecoreco seeks to raise INR 10 crores in equity to develop a fully equipped e-waste recycling facility in Mumbai.

Eko Vehicles Private Limited



Eko Vehicles was established in 2005, and has since sold over 15,000 vehicles in India, some of which have clocked over 43,000 kilometres and still running. According to an AC Nielson market study, the share of electric bike sales is forecasted to rise to 3% of the total two-wheeler market in India by the end of 2009, which would be approximately 500,000 units by the end of 2009. In comparison, 130,000 electric bikes were sold in India in 2007. Eko Vehicles was one of the pioneers of the Electric Vehicle sector in India, and sells several models of electric bikes.

Products & Services

Eko Vehicles manufactures several models of electric bikes and is expected to be the third largest supplier of electric vehicles in 2008-2009 with projected sales of 50,000 units. The company has planned an aggressive branding and promotion strategy and intends to capture 25 – 30 percent of the market in 2008-2009. Eko Vehicles was one of the earliest Electric Vehicle companies in India, and now has an extensive network of dealers and service centres across 5 Indian states. The company also intends to introduce rapid chargers which would allow e-bike owners to recharge their bikes in very short periods of time, as well as battery leasing options in the service centres. The low operating cost of the bike is a major selling point, since the average person travelling 30 kilometres per day will only spend approximately Rs. 72 for an electric bike instead of Rs. 900 on petrol for a conventional bike. This can result in savings of almost Rs. 10,000 per year, a gap which could increase even further with rising petrol prices.

Eko Vehicles plans to produce components indigenously without depending on imports. It has also been entering into agreements with various leading electric component suppliers across the globe to ensure supply for raw material, giving it a significant advantage over competitors. In the future, Eko Vehicles intends to develop and commercialize Electric and Hybrid Bikes, Three Wheelers, Cars and other vehicles and seeks investment for the same. The company has already applied for a patent for the design of an electrically powered motorised vehicle with a combined hybrid drive system, and has filed disclosure documents on various other inventions such as a Mobile Solar Recharging Station and Discharge Optimization System.

Social & Environmental Impact

Eko Vehicles electric bikes are noise free and pollution free, with operating costs that are approximately 8 percent of a operating a conventional petrol bike, resulting in savings of several thousands of Rupees each year. Eko Vehicles bikes not only reduce pollution, but also bring affordable, environmentally-friendly transportation to lower income households in India.

Funding Requirements

The company is seeking INR 31.6 crore in investment for their current phase of expansion



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Megha Insulations Private Limited

Megha Insulations Private Limited (MIPL) manufactures Calcium Silicate Insulation materials, a thermal energy conservation product. The company has a patented manufacturing process for Calcium Silicate Insulation (CSI) and can currently produce 2000 tonnes of the material per year. Currently, approximately 6000 tonnes of CSI are produced in India by 3 companies, with demand far exceeding supply. To tap this opportunity, MIPL plans to increase its production capacity to 5000 tonnes to meet the growing demand for this product.

Products & Services

MIPL manufactures Calcium Silica for thermal insulation, and is one of only 3 companies in India producing this material, and one of 17 companies world wide. The material is known to be one of the best proven thermal insulators in the world due to its high service temperature (up to 1100 degree Celsius) and reduces the energy wastage in industries such as cement, aluminium and steel by up to 30 percent. While several companies in these sectors have already started using CSI, there is latent demand for the product. In the cement industry, the demand for CSI is expected to rise from 2380 tonnes in 2008 to 12,450 tonnes in 2011. The demand for CSI in the steel industry is also expected to grow from 2618 tonnes in 2008 to 5821 tonnes in 2011. It has been estimated that a significant proportion of the manufacturing costs in these industries is energy-related. In these costs can be greatly reduced with the use of Calcium Silicate thermal insulation materials.

Going forward, MIPL intends to add products like CSI tiles and bricks as well as synthetic CS powder for other industries to its portfolio.

Social & Environmental Impact

The use of Calcium Silicate Insulating materials significantly reduces energy wastage in energy intensive industries such as steel, aluminium and cement, which is extremely beneficial to the environment.

Funding Requirements

The company requires approximately INR 5 crores to fund the expansion of its product capacity to 5000 tonnes, and a further INR 18 crores in December 2010 to expand its product capacity to 10000 tonnes.

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Polymeric Sensors Private Limited



Polymeric Sensors Private Limited (PSPL) designs, manufactures and markets polymer sensor based systems for testing water, milk, soil and for healthcare applications. Polymeric devices use quantitative methods of measuring the levels of different contaminants in water and soil. Unlike many other testing devices, polymeric-based instruments are cheaper and rely on electronic sensors instead of chemicals, making them extremely portable and suitable for field testing unlike conventional testing devices that use chemical reagents for testing, and are bulky and difficult to transport.

Products & Services

The company's flagship product is the 'Polysense Aqua', an instrument which tests the potability of a given sample of water by evaluating certain physical and chemical parameters, compared to the standards set by the Bureau of Indian Standards (BIS) and the World Health Organisation (WHO). The company is also developing similar devices for testing milk, and healthcare diagnostics.

India faces a severe problem of water pollution, which has created a market for water quality testing equipment. PSPL intends to market its product to laboratories carrying out water testing, commercial suppliers of drinking water and drinking water treatment systems, voluntary organizations working in the drinking water sector, municipal departments and local Panchayats. Presently there are 255 district level government laboratories and 158 state government sponsored laboratories in India. In addition, there is a network of 870 water pollution monitoring stations for rivers across the country. There are also over 6 lakh village panchayats in India that could use these testing kits. The company also intends to reach out to the Defence Services who need water-testing kits on the field, as well as the food and beverage industries and chemical process industries, where water quality is critical.

Polymeric's devices score over its competitors in terms of several features. Since there are no chemical reagents, these devices are safer than conventional devices. The simple electronic readout can be easily understood by anyone. Also, since Polymeric devices use quantitative methods of measuring contaminants, instead of colour comparison like other kits, they are more accurate, as well as cheaper to operate. Additional sensors can be added to the device to detect more contaminants.

Social & Environmental Impact

Polymeric Sensors Pvt. Ltd. (PSPL) is focused on ensuring that the benefits of its technology reaches India's rural and marginalized populations and helps protect the environment. PSPL products will provide a simple and economical means to test the quality of drinking water, as well as an affordable and easy-to-use tool that will make soil analysis widely accessible to small farmers and improve their productivity. Regular analysis of the soil can provide estimates of micronutrients such as nitrogen, phosphorus and potassium, and result in less use of fertilizers that pollute the soil.

Funding Requirements

The company requires approximately INR 1 crore as equity to in 2009-2010, primarily for research costs.



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Pro Nature Organic Foods Private Ltd.

Pro Nature produces a comprehensive range of branded 100% certified organic food products. Since its inception, Pro Nature has developed a solid branding and positioning, strong network of distributors and retailers, and a growing product portfolio. Pro Nature is taking advantage of the Indian consumers' growing interest in organic products. Based on conservative estimates from Rabo Bank, increased public health awareness is likely to boost the domestic consumption of organic foods in India to approximately 2 to 3 million customers, representing a market of approximately INR 120 crores.

Products & Services

Pro Nature started with exports of organic spices in 2001-2002 and became established as one of the early Indian players in the organic food sector with a well established supply chain network. In 2006, the company decided to focus on the domestic market and launched the 'Pro Nature' brand in Bangalore. Pro Nature products are now available in four South Indian states.

Pro Nature's current product range includes staples (rice, atta, pulses), spices and ready-mix Indian ingredients, breakfast cereals, honey, pickles and jams all certified organic by the Swiss body IMO Control. The company has already seen rapid growth, expanding from 20 products in 2006-2007 to about 65 in 2008 and from 10 outlets in Bangalore in 2006-2007 to over 100 outlets in South India today. In the future, Pro Nature plans to develop more value-added organic processed foods such as Marmalade, Ketchup, Sauces, Bakery products, Edible oils and other varieties of breakfast cereals to meet the market demand.

Social & Environmental Impact

The ill effects of chemical farming are becoming evident – soil erosion, loss of soil nutrients, loss of nutrients in food, human diseases resulting from chemicals that may seep into underground water sources. Organic farmers build healthy soils by nourishing the microbial inhabitants that release, transform and transfer nutrients. The organic matter in soil contributes to good soil structure and also increases its ability to hold water.

Pro Nature's business model also includes the support of micro-enterprises and women entrepreneurs in food production. One of the promoters is a member of the Association of Women Entrepreneurs of Karnataka (AWAKE), through which Pro Nature is developing linkages with women entrepreneurs to develop and produce new food products with certified organic ingredients.

Funding Requirements

Pro Nature requires INR 10.4 crore (approx. USD 2.3 million) as a first round of funding. The funds raised would be utilized for the purchase of real estate, the creation of production assets, marketing, and sales.

Skyshade Daylights

Skyshade Daylights develops innovative Daylighting solutions which make the best use of natural light for lighting indoors. It is the first company in India which provides a comprehensive range of Daylighting solutions. It is associated with industry leaders like Coco-cola, PepsiCo, ITC, L&T and many more.

Skyshade Daylights was started by a team experienced in design, manufacture and erection of skylight domes, tensile membrane structures and other specialised shading solutions for the last eight years.

Products & Services

The concept of day lighting entails the use of sunlight for lighting applications during the day by conveying sunlight into buildings and inner spaces in real time, without the intermediate step of energy storage. This solution significantly reduces power consumption and provides effective daytime lighting solutions for factories, residences, warehouses and public buildings without consuming any electricity.

Skyshade has developed daylighting products such as

- 1) LightPipe™ ; It is a pipe that conducts ambient sunlight to desired location in the building interiors. Used for Office, Commercial spaces, Residential, Warehouses and Factories.
- 2) VentiLight™ :
Openable Skylight: An Openable Skylight in building structures allows daylight into interiors, for residence, offices and commercial applications.

LightPipe with Ventilation: An innovative combination of LightPipe™ and wind assisted Ventilator, for industrial and warehousing applications.
- 3) Nanogel® filled daylighting solutions:
A proprietary material that has been developed in Germany, and is a certified green material that can be used to fill the glazing materials (polycarbonate and glass) to allow light transmission and provide a high degree of heat and sound insulation.
- 4) Sunlight redirecting systems (under development): these systems control and direct sunlight from windows and glass facades to maximize the penetration of light into interiors and reducing glaze.

Skyshade Daylights is the first mover in the daylighting space in India, and is looking to retain that advantage by making research and development a part of its core process. It has installed about 200 units of the LightPipe™ since commencing operations and has a growing demand.

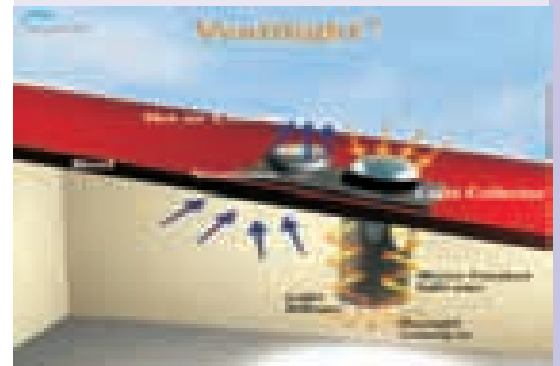
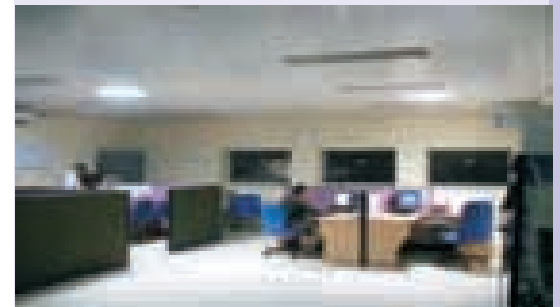
The company plans to be a major player in the daylighting market, aiming to reach a turnover of INR 10 crores in the next 18 months, and INR 50 crores in the next five years. Skyshade intends to capture between 10-15 percent of the domestic market by 2012 and is seeking investment to increase production and marketing.

Social & Environmental Impact

The use of natural lighting solutions for factories, residences and warehouses reduces power consumption significantly, and brings down the demand for electricity to light up these spaces during the day. In addition, natural light has been shown to improve the health and productivity of building inhabitants.

Funding Requirements

The company requires approximately INR 2.5 crore in funding to build production capacity for new products, and to invest in marketing as well as production.



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Unidyne Energy Environment Systems Private Limited

Unidyne Energy Environment Systems is one of the leading suppliers of Industrial Heating and Waste Heat Recovery Systems in the country. The company has now developed a highly innovative Low Energy Cooling system that can revolutionize the airconditioning industry.

Products & Services

Unidyne's Low Energy Cooling System (LEC) is its flagship product. The company entered this market in 2006, developing cooling systems that require little or no refrigeration using the Indirect Evaporative Cooling method, which is ideal for usage in tropical climates like India. Their three stage Indirect-Direct Evaporative Cooler (IDEC) has an improved efficiency of 80 percent (up from 60 percent in the simpler two stage IDEC model that was developed earlier), resulting in power savings of 30 percent or more. LEC systems have tremendous potential in hotels, industries, shopping malls and IT companies.

Over the past 20 years, Unidyne has supplied units and systems for Heating, Ventilating, and Air Conditioning (HVAC) to many high profile clients including Taj Group Hotels, Oberoi Hotels, ITC Hotels, Hyatt as well as industrial clients like Heinz India, Essar, LG Electronics and Colgate.

Social & Environmental Impact

The Low Energy Cooling systems developed by Unidyne can reduce power costs for air conditioning by 30 percent or more. The reduced power consumption lowers the carbon footprint of the air conditioning and has significant environmental benefits. Considering the wide use of air conditioning across India today, large scale deployment of such high efficiency systems can have a huge environmental impact.

Demand side management of energy is of critical importance, given the expense of energy generation and transmission in the country. Since over 65 percent of power generated in India is from coal and natural gas (which has efficiency of 35 – 45 percent), and transmission and other losses can account for over 30 percent, the actual efficiency of power generation and transmission is only about 25 percent. Therefore, about 4 kW of electricity has to be generated, for every kW consumed. This makes the use of energy efficient air conditioning systems critically important, since it is such a major source of energy consumption.

Funding Requirements

The company intends to set up a manufacturing unit for Low Energy Cooling solutions, and requires investment for research and development, as well as its expansion plans.

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Visakha Trades

Visakha Trades manufactures portable cabins for accommodation, offices, storage, and other purposes, using discarded marine containers.

Products & Services

Visakha Trades purchases discarded marine containers and modifies them to make portable offices, security cabins, storage areas and toilets. The discarded containers are checked for dents and damages, fitted with the necessary insulation, windows, doors, wall cladding with laminated plywood, concealed wiring, lights, fans, air conditioners, vinyl flooring and the required furniture and fixtures to suit the individual requirements of the clients.

The concept is relatively new, but the market for these types of portable cabins is growing rapidly. There are some companies in India that are involved in the manufacture of prefabricated steel cabins. However, Visakha relies on a steady supply of discarded marine containers that are sourced directly from shipyards across the country. The marine containers use a higher grade of steel, are less prone to rust, and utilizes a cheap and eco-friendly input. After being in operation for 4 years, Visakha has developed a strong reputation with its clients by providing portacabins customised for individual customers, and excellent after sales service.

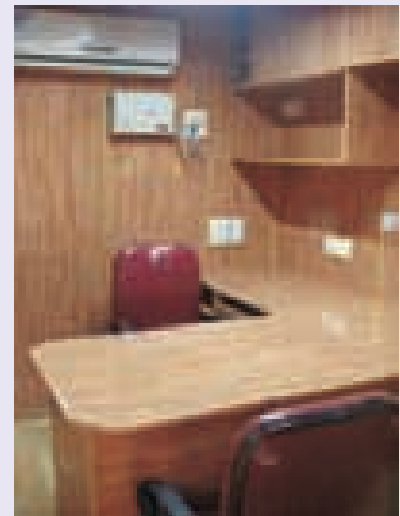
Visakha is exploring a technology which will provide a systematic manufacturing technique in order to increase the production of portacabins in response to a significant number of orders in hand for the current year from companies such as Tata Projects, Larsen & Toubro, and the Indian Navy. The company anticipates market growth at about 20-25 percent every year, due to the boom in the infrastructure industry, which relies on portable cabins at construction sites.

Social & Environmental Impact

Marine containers normally end up in shipyards, where they are broken up, disposed or reused in environmentally unsafe ways. By recycling these containers into portacabins, Visakha has developed an eco-friendly way to use this discarded material.

Funding Requirements

Visakha Trades intends to expand and standardize its Portacabin manufacturing system, and requires approximately INR 7 crores in investment.



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PORTFOLIO

New Ventures India
PORTFOLIO
COMPANIES

07

07



Ankur Scientific Energy Technologies Private Limited

Ankur Scientific is a company that converts biomasses to usable forms of energy through biomass gasification cheaply and efficiently. Ankur Scientific is the only biomass gasification company that has in-house research and development, design, development, production, testing, and after-sales service capabilities all under one roof. Since 1986, Ankur Scientific has developed more than 700 biomass gasifiers.

The company is headquartered in Baroda, Gujarat, and has marketing & service offices in Indore, Jamshedpur, Coimbatore.

Products & Services

The gas generated by Ankur Scientific can be used for thermal applications or power generation. For thermal applications, Ankur Scientific has done various kinds of applications including hot air generators, boilers, furnaces, and kilns. For power generation, Ankur Scientific works with industry and rural areas. Its gasifiers are coupled to either diesel engines or 100% gas engines. The power generated is fed to the grid or used for captive consumption. The gasifiers have a high efficiency rate of more than 75%. The electrical output range of these gasifiers is from 5 kW to 2000 kW.

Social & Environmental Benefits

The primary environmental benefit that the Ankur's product brings about is the reduction in carbon dioxide emissions to the atmosphere thus reducing global warming. The process is also highly efficient which allows the same fuel to give more output. As for social benefits, the gasifiers are designed to use local biomass resources, which consequently generate jobs and income within local villages.

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Deepam Palm Dish

Deepam Palm Dish is a proprietary company under the banner of Deepam Group. Mr. Panthaloookaran established Deepam Palm Dish in 1994 to produce plates and cups from arecanut palm leaves. Following considerable research and development with low-cost, user-friendly technology, the palm dishes were introduced to the market in 1998.

Deepam Palm Dish procures the machines for the production of the dishes and sells the machines to entrepreneurs in rural areas with a ready supply of palm leaves. The entrepreneur employs 3-4 people in his/her unit to produce the dishes that are then bought back by Deepam.

Products & Services

The palm dishes manufactured by Deepam include trays, plates and bowls of different sizes and shapes, such as rectangles, ovals, hexagons and circular. The dishes are eco-friendly, natural, biodegradable and aesthetic in appearance. They do not cause any pollution during manufacturing or after use, and are direct substitutes for disposable products made from hazardous, non-biodegradable materials such as plastic, thermocol and aluminium.

Social & Environmental Impact

In the next five years, Deepam will provide employment to 5,000 rural people as operators and employees in its manufacturing units. Additionally, about 600 educated youth will have an opportunity to work on the operations team. In terms of environmental impact, the areca palm dishes can replace 25-30% of the conventional non-biodegradable products made of plastics, aluminum or thermocol. Deepam's expansion will also help increase awareness of eco-friendly products and thus contribute indirectly to environmental protection.



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Kabirdaas Motor Company

Kabirdaas Motor Company Private Limited was incorporated in November 2006 by M/S Best Cast IT Ltd., a 30-year-old auto component aluminium die casting company. In July 2007, the company launched its line of electric bikes under the "Xite" brand. As of September 2007, the company has sold over 600 Xite bikes.

Kabirdass' factory is located at Velappanchavadi in Chennai. The company has facilities to design and develop tools and dies to manufacture parts of the electric vehicles in a short span of time. The company plans to add three new assembly lines by September 2008, which would increase per day production from 135 to 500 vehicles.

Products & Services

4 gearless models below the 250 W category, having a top speed of 25 kmph and that can travel approximately 60 km on a single charge of 8-12 hours

A gearless model in the 1500 W category, having a top speed of 60 kmph and that can travel approximately 60 km on a single charge of 8-12 hours

Social & Environmental Impact

The energy and environmental benefit of introducing electric two-wheelers is very clear as they can contribute to the reduction of primary energy consumption and emissions.

Electric two-wheelers also bring substantial noise reduction benefits. Widespread use of silent electric scooters could considerably improve the quality of life in urban areas.

Kakatiya Energy Systems Private Limited

Kakatiya Energy Systems Private Limited (KESPL), incorporated in the year 1999, develops lighting controls for energy conservation. These controls are based on electronic hardware and software and provide the twin functions of automatic switching and automatic dimming of outdoor lamps.

The company presently has patent rights and other IP for its products and is in the process of obtaining ISO 9001 and CE certification to strengthen its brand and achieve a global presence.

Products & Services

KESPL's products are based on the concepts of infrared sensing and duration-based timing. They come with all the protective features needed in Indian environments. The products are unique and advanced compared to lighting controls dependent on timers that are widely used in other markets. Unlike timed lighting controls, KESPL's products do not call for any settings whatsoever and are perfectly tuned by solar radiation.

KESPL's main product lines are Nature Switch and Magic Box. Nature Switch is offered in 8 models for automatic switching of all the categories of outdoor lights. Magic Box, by BAJAJ Electricals, is a robust solution to meet the needs of many public bodies for late night dimming of HID lamps using bi-level dimming.

KESPL's designs are maintenance and attention-free and well proven in the tough Indian field.

Environmental & Social Impact

KESPL's products rationalize the operation of outdoor lighting systems and eliminate unnecessary energy use. Compared to conventional light controls, Nature Switch can save 10-15% of energy in outdoor lighting and eliminate the need for manual switching. Magic Box can save 20-25% of energy in HID lighting by ensuring late night dimming.



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Nandan Biomatrix

Nandan Biomatrix has been operating in the field of nutraceuticals, as an innovative natural solution, over the last decade and has successfully leveraged its relevant R&D experience over the past three years towards the development of high yielding varieties of the jatropha plant. The revenue sources being considered for this project are not only biodiesel, glycerine, seed-cake, and carbon credits but also high-protein animal feed, bio-methane, nutraceuticals and pharmaceuticals. This makes the project unique and more profitable as compared to other biodiesel projects.

Products & Services

Nandan Biomatrix employs a “Concept to Business” model and delivers the following services:

The supply of superior quality planting material to farmers for cultivation through established R&D centers;

Training programs for farmers;

Guaranteed buy back arrangements from producers;

Partnerships with financial institutions and insurance companies to offer credit and insurance to farmers;

Package of practices and supply of quality bio-inputs for better yields; and The continuous monitoring of crop management to increase productivity.

Social & Environmental Impact

Since jatropha can be cultivated in almost any kind of soil, it enables economic empowerment, social upliftment and poverty alleviation within marginalized, rural communities.

Jatropha curcas cultivation and biodiesel production would help to reduce the emission of greenhouse gases and thus mitigate global warming. Biodiesel reduces net CO₂ emissions by about 78% compared to petroleum diesel. This is due to biodiesel's closed carbon cycle. The CO₂ released into the atmosphere when biodiesel is burned is recycled by plants during photosynthesis.

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Nuetech Solar Systems Private Limited

Nuetech Solar Systems Private Limited is a solar water heater manufacturing and marketing company based in Karnataka. Nuetech procures its raw materials from an established supplier network, and markets them through approximately 70 dealers across its target states. The market for solar water heaters is growing at a rate of 25-30% and has an increasing number of customers that recognize the multiple benefits of solar energy. Nuetech has taken advantage of these favorable market conditions, achieving a turnover of INR 100 million in the 2006-07 financial year and an expected turnover of INR 250 million for 2007-08 financial year. Nuetech now seeks to aggressively expand the production of its solar water heaters, aiming to reach a turnover of INR 1 billion within five years.

Products & Services

Nuetech produces a wide range of solar water heaters, for which it also offers specialized customization services. These products provide a solar-powered water heating solution for household, business, and industrial purposes. The system consists of panels that attract and retain solar energy, from which heat is then transferred to a storage tank or 'geyser.' This heavily insulated geyser has the capacity to retain hot water for several hours making it a convenient and sustainable system for Nuetech clients.

Social & Environmental Impacts

Nuetech has installed over 77,636 square meters of solar-energy collector area since its inception and counts over 25,000 satisfied customers. Through its past activities, Nuetech has reduced green house gas emission equivalent to about 135,470 tons of Co₂.

In addition, solar water heaters, which usually replace electrical boilers/geysers, save at least 750 kwh of electricity per square meter of collector per year. At a nominal cost of INR 4 per unit (kwh), Nuetech's installed solar water heaters have cumulatively saved its customers approximately INR 813 million.



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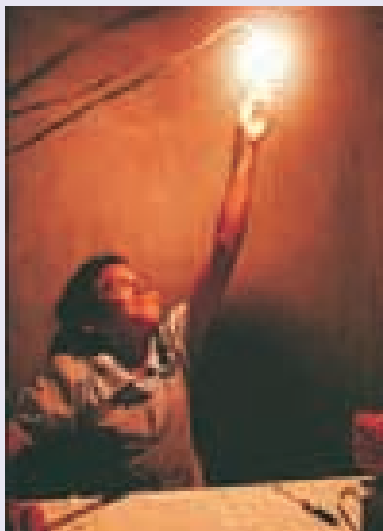
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SBA

Design



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SBA Hydro Systems

SBA Hydro Systems, based in New Delhi, focuses on hydro-power energy development, with activities in several districts, and more than twenty years of experience with projects in rural areas. SBA covers all aspects of the small hydro-power (SHP) implementation process from concept to commissioning, including operation and maintenance. The company's core activities involve constructing micro-hydro power plants with a power output capacity of 100 kW and installation of local mini-grids (as extensions to the regional grid) for targeted consumers including households, and small enterprises. Recently, SBA successfully commissioned the World Bank funded 1600 kW Small Hydro Power station in Himachal Pradesh. SBA also designed, manufactured and supplied hydroelectric equipment for Amarnath Projects and is currently executing five SHPs in Arunachal Pradesh.

Products & Services

SBA has developed a customizable hydroelectric turbine that can generate electricity for a variety of needs. SBA is coupling this technology with a cooperative-based approach to implement village-based hydroelectric projects.

Revenue will be generated from the production and sale of power generated by SBA hydropower stations for individual clients. SBA will also install and operate in parallel with the national grid in order to resell the energy produced in excess. Sale of surplus power to the State Electricity Boards will be a significant source of revenue generated from the SBA projects.

Social & Environmental Impacts

SBA has successfully tested an innovative model designed to ensure the efficient and sustainable management of small rural electricity schemes based on a holistic approach to energy distribution. This model promotes the planning and development of SHP without causing environmental damage and provides electricity to meet local needs for power generation to support social services and stimulate entrepreneurship.

Shuchi Energy Ad Promotions Private Limited

Shuchi Energy Ad Promotions was incorporated in 2003 by the Hyderabad-based Sunwatt Group to promote innovative solar power solutions for the outdoor advertising sector.

Shuchi provides solar-powered lighting for locations such as college campuses and hospital grounds at no cost to the location provider. In return, Shuchi retains rights to sign space installed on the fixtures themselves, selling this space to clients for advertising purposes. Having reached 500 ad lights across the cities of Delhi, Hyderabad, Chennai and Bangalore, Shuchi intends to fulfill its target of 18,000 fixtures covering 21 cities within five years. Shuchi also plans to set up its own manufacturing unit in Hyderabad for assembling solar modules, manufacturing poles, and sign/kiosk spaces.

Products and Services

Shuchi offers two unique products for different sets of clients: Free and clean solar-powered lighting for clients with large campus spaces Ad spaces on double sided 30 x 40 inches signs mounted on light fixtures.

Social and Environmental Impacts

The direct impact of Shuchi is significant energy conservation, as the company is replacing conventional power with renewable solar energy. The main indirect benefit is awareness building among the public regarding the scope of renewable energy's applications through innovative models. Shuchi's model is giving a high level of visibility to solar photovoltaic technology.



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Span Pumps Private Limited

Span Pumps Pvt. Ltd. produces manually-operated water pumps for drinking, sanitation and agricultural uses. The company has a range of ISI-certified products to meet the specific requirements of international markets in Asia, Africa, and Latin America. It has over a quarter of a million installations worldwide.

The company is now embarking on a new initiative to market FUNFLOW “play pumps” that double as a toy for children and a water pump solution. The market for these play pumps is large, including almost every rural school in developing and under-developed countries. The company proposes to directly market this product to governments, development-focused NGOs, and programs of International Financial Institutions. Revenue for this project will be derived from the sale of pumps, and the sale of advertising space on the sides of the pump, water tank and sanitation area.

Products & Services

Span Pumps has developed the innovative and environmentally friendly FUNFLOW play pump. This pump is designed as a see-saw or merry-go-round, utilizing the energy of children at play to lift clean water into an overhead tank for drinking and sanitation purposes. The FUNFLOW design is such that it is easy to operate and maintain, as it incorporates locally available parts.

Social & Environmental Impacts

FUNFLOW pumps do not use any fuel, so there are no emissions as compared to normal electric pumps which require 0.5kW of electric power. In addition, Span Pump will primarily serve rural and semi-urban schools where there is a paucity of good drinking water facilities. The availability of clean water is expected to lead to an increase in school attendance, delivering a socially significant indirect benefit.

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Tribi Embedded Technologies

Tribi Embedded Technologies designs devices for motor control and industrial automation which offer 25% reduction of energy consumption, 15% longer life, and 20% less maintenance. The company plans to market its products in the telecommunications, food retail, consumer durables, and industrial sectors as it has developed equipment for appliances such as pumps, refrigerators, and air-conditioners. The company has been in operation for four years in the R&D phase and is now ready to begin large-scale production and sales. Tribi already has orders in hand for its products.

Products & Services

Tribi offers the following products:

Pump Controller - This is a family of intelligent, variable-speed drives for pumps. Tribi has developed a complete solution for submersible pumps where up to 30% energy is saved by varying the speed of the motor based on the height to which the water has to be pumped and the discharge required.

Refrigeration & AC Controller - Similar to the drives for pumps, Tribi has developed a family of drives for varying the speed of air-conditioner and refrigerator compressor motors. In typical refrigeration or air-conditioning appliances, energy efficiency can be increased by 20% to 35%.

Computerized Numerical Control for special-purpose machines - CimPact provides at an economical price all the necessary features of a controller without any of the frills. This price-performance balance enables OEMs to automate more of their machines, where traditionally, they have only automated at the higher end of their product lines.

Social & Environmental Impacts

Motors account for about 70% of global electrical energy consumption. Even a small reduction in the energy used by pumps, air-conditioners, refrigerators and other appliances will drastically reduce this consumption. Tribi products modify these appliances to use up to 30% less energy.



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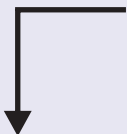
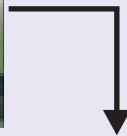
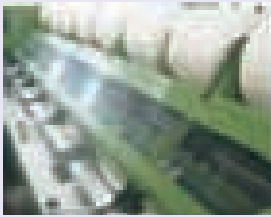
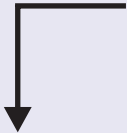
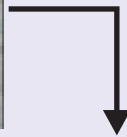
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Zameen Organic

Zameen Organic markets fair trade and organic products. It is a platform that provides branded fair trade and organic companies worldwide and Indian farmers with direct access to each other.

Zameen sources products from 6,700 farmers and ensures efficient and timely supply by guiding small farmers' organizations through the entire process of improving post-harvest practices, finding good local processing units or setting up new ones independently, obtaining organic and fairtrade certification, and obtaining export orders. Zameen has also developed a supply chain management system that feeds demand information directly to an established network of farmer groups, enabling market-oriented planning and production, while simultaneously gathering supply information to keep the Zameen marketing team informed about product availability.

Products & Services

The raw materials produced by Zameen's farmer shareholders are fairtrade cotton lint and cottonseed. From the lint, Zameen produces yarn, fabric, and a small amount of ready-made garments. Most of the cottonseed is sold in bulk to conventional oil mills, and a small part is pressed into oil for the cosmetic ingredients market. Other products from the same farmers include pulses (red gram, green gram, black gram, bengal gram and soya) that are sold in bulk to conventional traders.

Zameen consumers will eventually be equipped with tools to explore the internal workings of the company's supply chain through an online information tracking system. Zameen will be able to customize this system for the branded fair trade and organic companies, tailoring it to these companies' consumer marketing needs.

Social & Environmental Impact

As a result of Zameen's intervention, there will be around 30,000 acres under organic farming by 2010. This means that there will be no pesticides and fertilizers used and there will be no genetically-modified crops planted in these areas. Zameen also aims to deliver services that will support 9000 farming families by 2010. On top of this, Zameen provides direct employment for at least 200 individuals in the farmer organizations who work as farmer trainers, monitors and procurement officers.

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06



ABT Bio Products :

Eco Friendly Soil Conditioner, Fertilizer
And Plant Growth Promoter

“As technocrats, we believed in the application of our ‘molecular logic of living beings’ for the betterment of agriculture”. **Dr. Abhay Shendye**

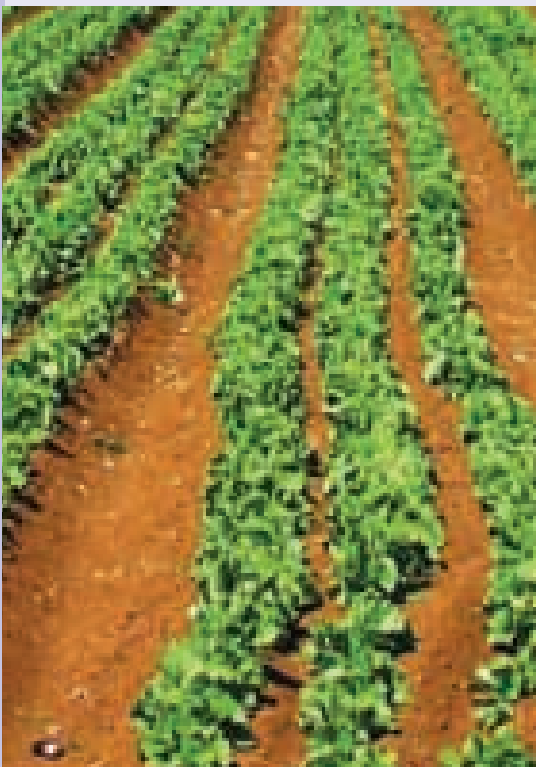
Greater efficiency in agriculture . . . naturally

One of the greatest problems facing farmers globally is the use of unsustainable agricultural practices that produce high yields in the short term, but damage soil productivity over time. In India, some of the most fertile soils are being destroyed through excessive irrigation and overuse of fertilizers.

Dr. Abhay Shendye and Dr. Medha Joshi founded ABT BioProducts as a business that would harness their knowledge of molecular biology to bring greater resource efficiency to standard agricultural practices.

ABT offers a full line of agricultural products from bio-pesticides to soil fertility enhancers that are proven to raise crop yields while reducing the need for external inputs such as water and chemicals. One of the company's more popular products is AgroWonder, a spray that enhances the photosynthesis process to improve soil carbon levels that often become depleted through traditional farming techniques. AgroFertiCare is a non-chemical fertilizer that introduces micro-organisms into the soil which increase nitrogen uptake in plants to promote growth.

Not only does AgroFertiCare provide farmers a cost-savings by reducing the need for chemical fertilizers by 25 to 50 percent, it also enhances crop yields and ensures long term soil fertility by reducing the accumulation of harmful chemicals from excessive fertilizer use.



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B K Environmental Innovations

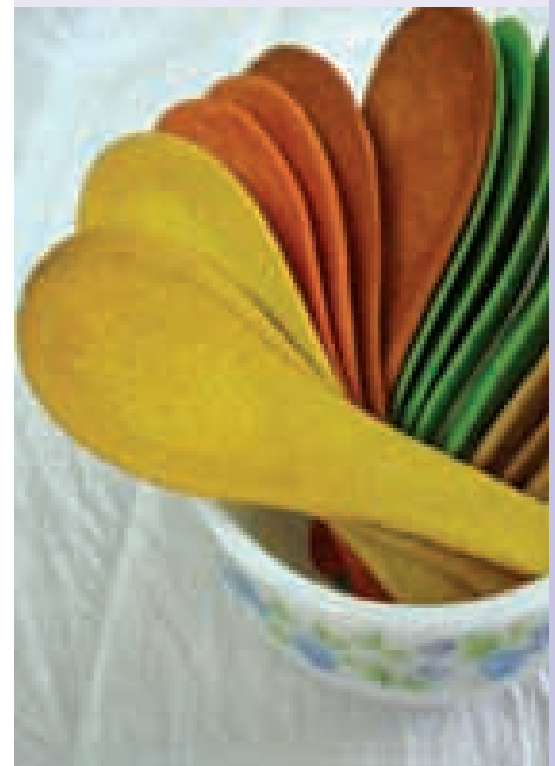
Edible cutlery

A superior alternative to existing disposable cutlery...hygienic, healthy and environment friendly

Edible Cutlery: Use it...Eat it...

Sales of plastic cutlery grow at a rate of 20-30% per year, signifying the escalating plastic waste that will pollute the environment. Entrepreneur Narayana Peesapaty came up with a solution that provides the same convenience of disposable cutlery without the waste: Entirely edible cutlery.

Although the concept of edible utensils is not a new one, BK Environmental Innovations has been among the first to turn the concept into a reality by using a mix of nutritious flours. They offer spoons, soup spoons, and forks in three flavors and expect to expand their production to edible sandwich wrappers and edible chopsticks. Large-scale domestic buyers, such as the Indian Railway system, have already shown initial interest and BK Environmental Innovations hopes to enter the international market. With Japan's growing demand for chopsticks and decreasing availability of resources, BK Environmental Innovations foresees a large revenue growth.



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Clean Star

Energy from Trees: Bio Energy production in Rural India

...a grassroots level, market based bottom up approach enabling the individual poor to improve her/ his livelihood through creation of earning opportunities, using traditional arts and skills to make goods out of urban waste.



Energy from trees: Bio energy production in rural India

Following their award-winning study of bio-fuel feasibility in India, Shasank Verma and Sagun Saxena put their research into action. The result, CleanStar, transforms previously unused “wastelands” into Jatropha tree fields to produce commercially viable and eco-friendly alternatives to diesel and coal. From the Jatropha tree's seeds, CleanStar extracts straight vegetable oil, which is a less costly and safer fuel for low-speed diesel generators. With the remaining seedcake, CleanStar produces briquettes of bio-coal. The briquette creation process is completely carbon neutral and the briquettes themselves produce less green house gas emissions and 95% less ash content when used.

Before beginning this project in agricultural communities, Verma and Saxena approached state governments to lease the unused lands. They then went a step above and approached local governments, known as panchayats, to receive their approval. CleanStar's model gives agriculture communities a source of income while also providing a cheaper fuel for the community's tractors and pumps used on other rural lands.

To combat rising import prices and a limited supply of petroleum, national policy promotes and consumers seek the use of bio-fuel. CleanStar's engagement with local stakeholders promises a sustainable community to produce a steady supply of bio-diesel and bio-coal with which to meet the growing market demand for CleanStar products.

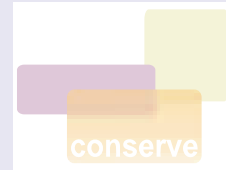
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Conserve-HRP

An Eco-friendly Alternative to leather



...a grassroots level, market based bottom up approach enabling the individual poor to improve her/ his livelihood through creation of earning opportunities, using traditional arts and skills to make goods out of urban waste.

An eco-friendly alternative to leather

Conserve HRP exemplifies the recycling spirit by converting trash to treasure. Lower-income employees collect plastic rags from neighborhood streets and press the waste into thicker, durable material (handmade recycled plastic) used for stylish handbags and accessories. The material can be compared to leather in quality, but produces a wider range of colors without any artificial dyes.

At the heart of this process are the 300 rag-pickers that collect the waste plastic used for the product line. By tackling the dual problems of waste and poverty, Conserve HRP holds a captive audience of those who buy "fashion with a conscience." Current sales in 2100 European retail stores indicate the clientele which is willing to pay more for fair-trade articles, delivering large profits for a low-cost process. Opportunities to expand abound for Conserve HRP. International buyers already demand a higher volume of their existing products, while their product line has the opportunity to grow to other plastic items such as shower curtains and floor tiles.



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DESI Power

Employment and Power
(EmPower)
Partnership Program

Breaking the cycle of under development with electricity as the driving force for social and economic development.

Sparking rural entrepreneurship through clean energy

DESI Power is dedicated to providing independent energy sources to underserved villages in rural India. The company is helping to break this vicious cycle of poverty with innovative, private sector solutions that link clean energy generation with local value addition and job creation. The company's model includes building a biomass gasification plant in the village to provide a cheap, clean source of electricity that would fulfill a variety of the needs of local micro-enterprises and agricultural laborers. The power plant runs on agricultural residues that are inexpensive to harvest such as Ipomea, a weed that is plentiful throughout the Indian countryside, and converts them into fuel that is used primarily to pump water and charge batteries.

In the first model village of Baharbari, in Bihar State, this off-the-grid energy source provides immense benefits to the village: farmers can now irrigate their crops in the dry season with water sold by DESI, small businesses can process crops with electric machinery, and quality of life has improved overall as residents can now charge batteries to power small appliances. The results speak for themselves.

Labor productivity is higher than ever in Baharbari and women have been empowered through new paid jobs such as creating rice husk briquettes to fuel the power station.

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Ecomantra

Nature Travel with fun & learning



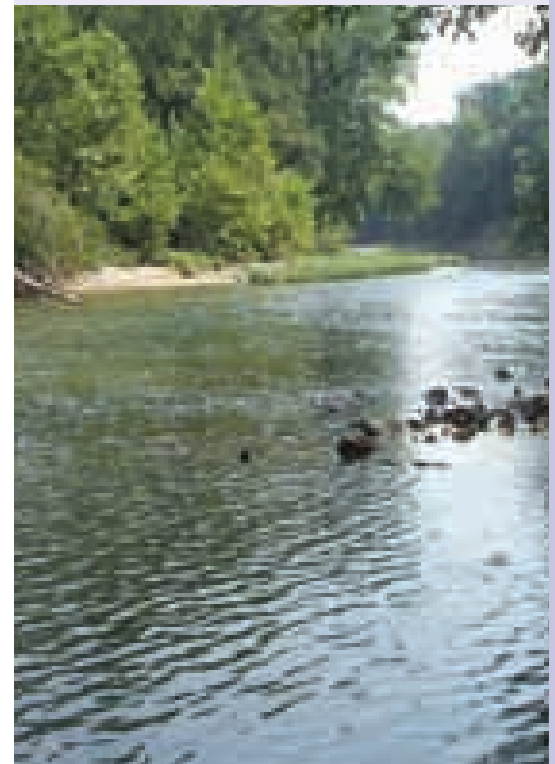
Ecomantra continues to grow and innovate by its principle of providing a genuine, responsible and indepth nature experience.

EcoMantra Nature Awareness & Travel

Enjoying, while conserving, nature

The tourist is not a passive sightseer at EcoMantra; the tourist is an active participant in a process of experiential self-discovery. In the rich, natural environments surrounding Mumbai and Pune, EcoMantra's guests can choose from a variety of activities such as adventure sports, team-building activities, nature education, and conservation efforts. EcoMantra's ability to enhance the natural landscape with a range of eye-opening activities helps to cultivate a deep appreciation for conservation efforts within the traveler.

EcoMantra believes that each trip to their eco-camp is a special one. The 70% of their customer base that are return-visitors can confirm this fact. Their convenient location between two of India's largest metropolises attracts numerous vacationers as well as corporations seeking a team-building experience. Large clients such as Tata Consultancy, HSBC, and Prudential ICICI have all given high marks to the program. Domestic Indian travel grows 25% annually and considering the company's already substantial success, EcoMantra is sure to grow exponentially in coming years.



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Awareness and Travel

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Gram Mooligai Co Ltd

Herbal remedies based on Ayurveda

Gram Mooligai is a model for the sustainable harvest of medicinal plants and the conservation of biodiversity.



Sustainably meeting rural India's healthcare needs

As an off-shoot of a successful NGO, Gram Mooligai originally entered the private-sector to expand production of locally harvested medicinal plants, accomplishing the dual goals of achieving financial sustainability and scaling up efforts to preserve those native species. The company, which markets under the Villageherbs label in India, is owned by a network of rural growers that manufacture a variety of herbal remedies including Trigul balm for joint pain and Jwaracin, a fever reducer. Gram Mooligai leverages India's strong heritage of traditional healing methods and sources products from its rich biodiversity. Herbs are harvested by local producers who must adhere to a strict monitoring process, which ensures the use of sustainable crop management techniques.

The final products are primarily sold by penetrating the previously untapped market for healthcare services in the Indian countryside. While individual households in these regions may not have strong purchasing power, spending on average \$50 per year on primary healthcare, companies that can access entire communities find a significant source of revenue.

Gram Mooligai has made this high volume, low cost strategy an intrinsic part of its business model. By leveraging partnerships with 100 NGOs, and a network of 300 women health practitioners, Gram Mooligai casts a wide net, offering their products to over 30,000 households. Due to its success in rural areas, the company has begun selling its products to underserved groups in Bangalore and plans to expand its offerings in urban areas.

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HMX Sumaya

Energy Efficient alternatives to Air Conditioners



...an energy efficient alternative to conventional air conditioners, with results of more than 60% in energy savings compared to air conditioners.

An innovator in efficient climate control

Sumaya HMX has established itself in India's burgeoning heating, ventilation, and air conditioning (HVAC) industry by positioning its products as a less costly and more efficient alternative to traditional air conditioning. The company is tapping into a \$1.8 billion thermal comfort market in India by leapfrogging the competition with Ambiator technology. This "open air conditioning" system uses a third less power than traditional models and operates without the use of chlorofluorocarbons, which contribute to global warming. The environmental component of this efficient technology is significant; over the next six years, the HMX founders expect their systems to offset 2 million tons of CO₂ emissions. Under current carbon trading systems, this would be equivalent to \$10 million in revenue, an attractive figure as HMX considers selling its HVAC products in the European market.

The Ambiator has quickly become popular in India, where energy costs have risen at a staggering 30 percent over the last three years. Major clients such as Bosch, ABB, Ford, and Wipro have installed the HMX system in their buildings, spurring a steady rise in sales since the company's founding.

From 2001-2006, the company generated an 86 percent compounded annual growth rate. HMX has achieved nationwide reach and is planning to expand internationally in the coming years. As energy prices rise worldwide, the company is expected to continue



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Naturaflex (P) Limited

Environmental Substitute To Timber Products

This innovative business not only makes sure of the efficient use of the value addition to coir, but also decreases deforestation and provides rural employment.

Innovations with an abundant resource

Seven years ago, Tommy Matthew founded Natura Fibretech, a company that markets coir (coconut fiber) as an inexpensive, sustainable alternative to wood. He believed in the potential of coir because it had already been used for generations by Indian villagers to make rope and doormats. With this product, Natura now sets itself apart as a company that is growing at a rate of 40 percent per year by popularizing a technology rooted in the base of India's economic pyramid.

Natura is the first company in the world to manufacture this material into coirply, a multipurpose wood that is 30 to 40 percent cheaper than common plywoods but with a quality that is comparable to teak, the most expensive wood in common use. The company is also developing a new line of coir mattresses. The uniqueness of Natura's business model is that it relies on a product that found its original success in the towns and countryside of rural India and so is naturally oriented to best benefit the people living there and their environment.

Natura employs thousands of villagers at above average wage rates, 80 percent of whom are women. It supports local SMEs by selling them the technology to harvest coir and buying back 100 percent of production. The company has also received eco-housing ISO 14000 certification and is tapping into the Indian housing sector, which is growing at 18 to 20 percent annually part of an overall growth strategy to



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Suminter India Organics Organic Foods

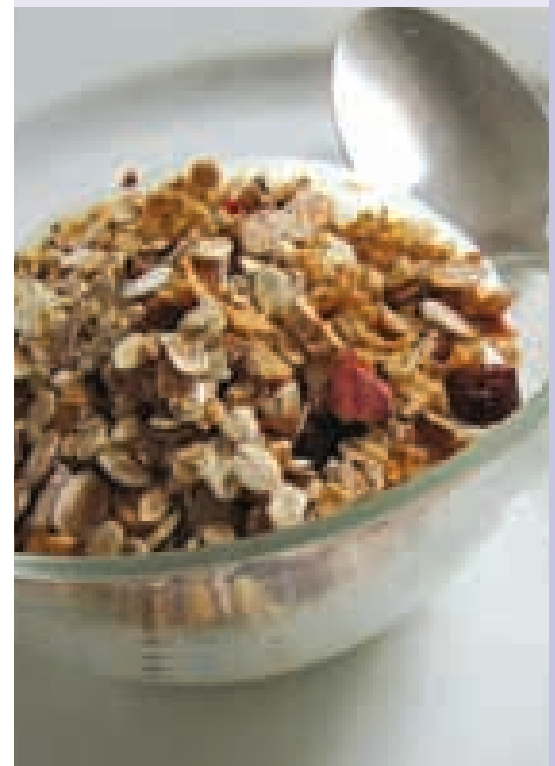
The company serves as a transparent bridge between its farmers and the global market and lends expertise in market development.

Connecting small farmers to international organic markets

Satva is the Sanskrit word for Purity. Appropriately, it is also the name under which Suminter India Organics sells a wide range of organically grown, non-perishable produce. Suminter's farmers reach the height of international organic standards to bring consumers a healthier product that in turn gives farmers a natural and improved environment in which to work. Suminter India Organics bridges the gap between their farmers and the global market, bringing their trained farmers closer to market opportunities through a fair and transparent process.

Driven by a commitment to quality and transparency, Suminter India Organics has built lasting relationships with its current customer base in the Netherlands and the United States. To support their activity abroad, the company created a division in the Netherlands that meets growing demand for the distribution of their product. Within a worldwide market of \$31 billion of organic produce sold each year, Suminter India

SUMINTER
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Success Stories

New Ventures India has facilitated INR 79.83 Crores/USD 20.01 million worth of investments into 9 NVI finalists. The details are as follows:

S. No.	Name of Organization	Investor	Amount in INR in Crores	Amount in USD in Million	Date/Year
1	HMX Sumaya Systems	ICICI Bank Ltd	4.99	1.24	Oct-07
		A.T.E Enterprises	7	1.75	Apr-08
2	Conserve HRP	Best Seller, Denmark	11.64	3.2	Aug-07
3	Natura Fibers	Canara Bank	4.5	1.12	2007
4	Suminter India Organics	Nexus India Capital	12	3	Nov-07
5	Tribi Embedded Technologies	Sequoia Capital	10	2.5	Jan-08
6	Zameen Organics	Cordaid (Netherlands)	1.7	0.4	July 2008 (Breakup: Equity- 75,00,000 & Grant- 99,49,041)
7	Kabirdass Motor Company Pvt Ltd	Times Private Treaties	20*	5	Jun-08
8	Kakatiya Energy Systems	Times Private Treaties	2.5*	0.6	Aug- 08
9	SBA Hydro Systems	Acumen Fund	5.5	1.2	Sep-08
		Total	79.83	20.01	

* - These investments were in the form of marketing partnerships, not monetary investments.

New Ventures India

Facilitating Green and Sustainable Enterprises



New Ventures India is a joint initiative of the CII- Sohrabji Godrej Green Business Center, Hyderabad and the World Resources Institute, Washington DC. This initiative is supported by USAID under the Global Development Alliance mechanism and British High Commission under the Strategic Programme Fund

For more information please visit www.newventuresindia.org



British High Commission

The Strategic Programme Fund* (SPF) is the UK Foreign and Commonwealth Office's (FCO) flagship programme budget. It was originally launched in 2003 under the name of the Global Opportunities Fund. The purpose of SPF is to promote action on global issues relating to the UK's core foreign policy objectives. Climate change and energy is one of them.

The SPF Climate Change and Energy (CCE) Programme supports and contributes to delivery of the FCO's policy goal to "promote a low carbon, high growth global economy" through project work in three focal areas:

- Strengthening the scientific and economic evidence base which supports ambitious climate change and energy decision making
- Engaging new constituencies and mobilising political support to promote strong and early action to tackle climate change
- Creating the enabling regulatory environment that will stimulate a shift in investment towards a low carbon economy

For more information please visit www.ukinindia.fco.gov.uk



The Asia-Pacific partnership on Clean Development and Climate (APP) is an innovative new effort to accelerate the development and deployment of clean energy technologies. APP partners Australia, Canada, China, India, Japan, Republic of Korea, and the United States have agreed to work together and with private sector partners to meet goals for energy security, national air pollution reduction, and climate change in ways that promote sustainable economic growth and poverty reduction.

CII- Godrej GBC has initiated a project "Voluntary program to promote ecologically sustainable business growth for Indian industry" which, in support of the goals of the Asia-Pacific partnership on Clean Development and Climate, is partially supported by the U.S. Department of State. This Energy Summit 2008 is one of the number of public awareness programs planned as part of this project.



CII-Sohrabji Godrej Green Business Centre (CII-Godrej GBC) is the centre of excellence of CII for Energy Efficiency, Green Buildings, Renewable Energy, Water, Environment, Recycling and Climate Change activities in India.

For more information please visit www.cii.in



WORLD
RESOURCES
INSTITUTE

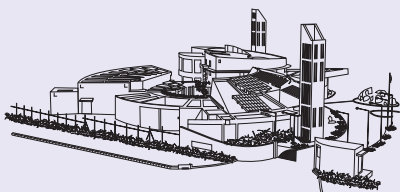
The World Resources Institute (WRI) is an environmental think tank that goes beyond research to find practical ways to protect the earth and improve people's lives

For more information please visit www.wri.org



USAID is the principal U.S. agency that extends assistance to countries recovering from disaster; trying to escape poverty and engaging in democratic reforms. The agency supports long-term and equitable economic growth and advances U.S. Foreign policy objectives

For more information please visit www.usaid.gov.in



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