

Mr. RAY LUIZ

COUNTRY MANAGER - INDIA,
SHENZHEN KSTAR NEW ENERGY CO.



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Energetica India speaks with Mr. RAY LUIZ, Country Manager - India, Shenzhen Kstar New Energy Co to understand the company's products and its focus on the Indian solar market.

ENERGETICA INDIA: Please introduce Energetica India to KStar and its focus on India

RAY LUIZ: KSTAR is a leading company for solar inverters, UPS, Data center and VCS. We have never let our clients, partners felt down, and we will help and witness the economic development in India.

Personally I have stayed in India for 3 years, and have seen India develop at an amazing speed. We believe the market will be far more exciting in next 20 years presenting, both, a challenge and an opportunity for us. Using our strong R&D team and service system, we look to develop products for the industry.

We look at India as a long term market and will be introducing more products such as energy storage system, vehicle charge station, etc.

ENERGETICA INDIA: What products is Kstar looking to bring in the Indian solar

market?

RAY LUIZ: For solar market, KSTAR can supply all sorts of Inverters: Off-grid/ Hybrid inverters, On-grid String inverters 1kw-60kw and Central Inverters.

Our technology follows the market and with a strong R&D team we can bring the right products for the Indian solar market.

The Indian solar installation is growing at an unparalleled growth rate with the focus being mostly utility scale solar. Rooftop will be the next big niche within the solar industry and KSTAR will more focus on roof-top projects.

Our inverter series, KSG-30/50K has been installed many sites in India, with high generation and stable performance and is one of our featured products.

ENERGETICA INDIA: How do you plan to provide after sales service to your Indian clients?

RAY LUIZ: After-sales services are the key to

build and maintain the reputation of KSTAR and the company will pay 110% attention on after-sales services. Right now, we have local service team in India, trained and supported by our Shenzhen office. We also have spares stocked in India to attend to all kinds of service requirement within 24 hours and to solve them within 48 hours.

Our next step in India will be to set up a service center which will also include a small maintenance production line.

ENERGETICA INDIA: How important is the Indian solar market for Kstar New Energy compared to your global sales?

RAY LUIZ: KSTAR has 13 international offices globally and India is one of the important markets for KSTAR. We have a service team in India since we the time we launched our India office. From the first 10kw inverter sale in Delhi, we have had a dedicated approach to the Indian solar market.