



**Mr. Arun George**

Founder CEO,  
Avant Garde Innovations™

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Avant Garde Innovations™ was showcased by the United Nations Foundation and UN Sustainable Energy for All (UN SE4ALL) in the newly launched "\$1 Billion Clean Energy Investment Opportunity Directory" which was unveiled at COP21 at the UNESCO headquarters in Paris. Avant Garde Innovations™ is the first Small Wind Turbine maker from India to be featured in this new UN Clean Energy Investment Directory.

Energetica India team catches up with the Founder & CEO Mr. Arun George to learn more about the company and its future plans.

**ENERGETICA INDIA: How did you decide to start this company and offer wind turbines for residential, commercial and farming segment?**

ARUN GEORGE: Our world is at an inflection point where we cannot go any further with our over reliance on fossil fuels which has contributed to the destructive climate change consequences whose perils we see on a daily basis. We are also on the cusp of a massive global awakening towards adopting clean

renewable energy although affordability is still an issue that needs to be addressed. Considering these two realities we looked at various existing solutions, their affordability and accessibility factors and realised that wind energy at residential and industrial levels are not at all explored well as it should be. Therefore we decided to base our first offering by tapping the small wind energy potential found across the world.

**ENERGETICA INDIA: Could you share more details on the wind turbine model?**

ARUN GEORGE: As there is a large gap between potential and actual installations in the residential sector, our first model is developed keeping in mind the energy needs of residential users. We are coming out this year with a 1 kW Small Wind Turbine as a base model and soon follow it up with 3, 5 and 10 kW. We will also be offering higher capacity models over 20 kW and more for



commercial and industrial clients by next year.

**ENERGETICA INDIA: What kind of costs per unit of electricity and installation costs can a consumer look at when using these wind turbines?**

**ARUN GEORGE:** At present the installation costs in the industry are at an unaffordable high rate and costs more than the small wind turbine product itself. We have been able to break the price barriers for the Small Wind Turbine with help of innovation by radically slashing down the costs from Rs.2-3 lakhs/kW to under Rs.60000/kW. We are now closely working with various tower fabricators, installers, transporters, battery and inverter manufacturers in the industry to be cost

competitive and reduce the overall installation costs to make the whole turnkey project affordable to the customer and bring in benefits of mass scale volumes to not just our customers but also our industry partners.

**ENERGETICA INDIA: What kind of response have you received from the people/market/industry?**

**ARUN GEORGE:** We have now product bookings from over 100 countries cutting across various demographics and sectors, which thereby would make this the largest ever globally demanded Indian renewable energy product. We are now in talks with few foreign manufacturers too so that the large local demand for our product in those continents can be met locally without the

shipping costs and supply delays.

**ENERGETICA INDIA: Could you please share the results from your first installation?**

**ARUN GEORGE:** Our first product installation in Trivandrum has already well exceeded our own expectations and has been an eye opener as to how much vast wind energy potential is otherwise wasted annually without utilisation. The 1 kW Small Wind Turbine system installed there is comfortably able to meet the entire energy needs of the two storey building consisting of all its lighting and fan electricity consumption demands.