

PURE Launches PuREPower Products - Marks Entry into Energy Storage Segments

- *Company launches PuREPower products across Home, Commercial, and Grid—to transform energy storage across residential, business, and grid applications*
- *PURE plans to expand PuREPower Home & Commercial reach with over 300 dealers & distributors across India in the next 18 months*
- *Each Product integrates battery, AI-driven power-electronics, renewable compatibility, and zero-maintenance designs for up to 10+ years of life cycle*
- *Round Trip Efficiencies up-to 97% with the nano-PCM cooling*
- *PuREPower Grid, launching in 2026, aims to stabilize India's energy infrastructure with large-scale ESS products (up-to 4 MWh)*
- *The product range supports India's decarbonization by enabling renewable energy acceleration and the critical grid stability from micro to macro scale.*
- *Bookings open from 1st April 2025 for PuREPower Home. Deliveries start from 30th April 2025 on the eve of Akshaya Trititya in attractive colors including the Gold.*

Hyderabad, 25th March, 2025: PURE, a leader in electric mobility and clean energy innovation, today announced the launch of the **PuREPower**, a ground breaking line of energy storage products poised to accelerate India's energy transition.

PuREPower fulfils energy needs across segments through **PuREPower Home, PuREPower Commercial**, and the upcoming **PuREPower Grid**— which is designed to address the critical need for reliable, scalable, and sustainable energy storage products as India progresses towards its decarbonization and renewable energy goals.

PURE is committed to democratizing access to advanced energy storage products through a robust dealer/distributor network. Over the next 18 months, the company plans to establish **300+ touchpoints** across India, providing comprehensive technical and commercial support to partners. **PuREPower Home** starts from Rs. 74,999/- (ex-factory).

Speaking at the launch, **Dr. Nishanth Dongari**, Founder and MD of PURE , emphasized the role of energy storage in India's clean energy transition:

"PuREPower is more than an energy storage product—it's a commitment to India's decarbonization goals. By empowering homes, businesses, and the grid with cutting-edge battery technology & power-electronics, PURE is enabling the country to reduce its carbon footprint."

Adding to this, **Mr. Rohit Vadera**, Co-Founder and CEO of PURE , said:

"The PuREPower aligns with the government's vision to promote renewable energy adoption and Energy Storage integration. From enabling homeowners to store solar power efficiently to helping businesses transition to sustainable operations, PuREPower is shaping a smarter and greener energy landscape."



This expansion will enable the widespread adoption of PuREPower products, fostering local entrepreneurship.

With PuREPower, PURE is setting a new benchmark in energy storage innovation as it combines the battery tech, power-electronics, electric power system, solar control and AI into a single product, reinforcing its commitment to Design and Make in India.

With the nation's renewable energy capacity set to exceed 500 GW by 2030, ESS products like PuREPower are integral to balancing energy supply and demand, stabilizing grids, and reducing dependency on fossil fuels.

PuREPower Home is a state-of-the-art energy storage product tailored to meet the growing energy needs of modern homes, offering the best-in-class consumer experience by powering high-surge loads like ACs, Geysers, heavy-duty kitchen appliances, lift etc. Designed for seamless integration with rooftop solar.

Available in **3KVA, 5KVA, and 15KVA** capacities, PuREPower Home ensures uninterrupted power 24/7, and comes in attractive colors with the modern world aesthetics and compact design.

With maintenance-free & app-enabled monitoring, and enhanced life cycle of 10+ years through predictive/cloud AI, it provides Indian households with the reliable energy product that reduces electricity costs and contributes to a greener future.

For businesses aiming to enhance operational efficiency while embracing sustainability, PuREPower Commercial offers energy storage products with capacities ranging from **25 KVA to 100 KVA**. By optimizing renewable energy utilization and reducing dependency on diesel generators, this product caters to diverse applications, including offices, healthcare facilities, telecom towers, and retail complexes.

Equipped with advanced electronics, PuREPower Commercial enables peak load balancing, supports critical systems like centralized ACs, Elevators and EV charging infrastructure, and provides modular scalability to grow alongside business needs.

Set to launch in CY 2026, PuREPower Grid is PURE's ambitious step toward addressing India's large-scale energy challenges. As India's grid infrastructure adapts to the rapid expansion of solar and wind energy, PuREPower Grid will play a pivotal role in stabilizing the grid, managing peak loads, and enhancing renewable energy integration.

Offered in compact container based products with up-to **4 MWh**, PuREPower Grid is designed for applications in state utilities, industrial consumers, micro-grids, and solar/wind parks. By enabling frequency regulation, reducing transmission losses, and ensuring grid reliability, PuREPower Grid aligns with India's decarbonization targets and enhances its energy infrastructure for a sustainable future.

**About PURE**

PURE, incubated at i-TIC, IIT Hyderabad, is a pioneer in battery technology, developing innovative energy storage and electric mobility products to offer seamless consumer experience. Our robust portfolio of over 100 IP's underscores our commitment to pushing the boundaries of technology and delivering unparalleled performance. With a strong presence across India, including over 80 dealerships and a thriving community of over 80,000 customers, PURE is at the forefront of an energy and mobility revolution.

Learn more about PURE on <https://www.pureenergy.co.in/>

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