

PuREPower Marks its Debut in Tamilnadu & Kerala

- *PURE launches **PuREPower** in Coimbatore, Energy Storage Products for Home, Commercial & Grid*
- *SEPA lauds **PURE's** revolutionary design and make in India*
- ***PuREPower** to play a key role in India's renewable energy growth and un-interrupted power for commercial users*

Coimbatore - 15th April 2025 - [PURE](#), a pioneer in energy storage products and leader in e-mobility 2W, today amplified its commitment to India's energy transformation with the Coimbatore debut of its groundbreaking **PuREPower** energy storage products, with a sharp focus on the compelling advantages for commercial enterprises.

While acknowledging the broader **PuREPower** ecosystem, the spotlight shines brightly on **PuREPower Commercial**, a game-changing product meticulously engineered to empower businesses with unprecedented operational continuity and substantial financial advantages. This innovative solution tackles the core challenges of energy management by seamlessly handling power-hungry equipment such as centralized AC systems, mission-critical servers, and elevators with remarkable ease.

Beyond reliable backup, PuREPower Commercial presents a compelling value proposition by enabling businesses to **optimize energy consumption, dramatically slash peak load charges, and curtail costly diesel generator fuel expenses**. Its intelligent design allows for seamless integration with on-site Renewable Energy (RE) sources, unlocking the potential for even greater electricity cost reductions.

At its core, **PuREPower** harnesses **advanced high energy density batteries**, delivering exceptional power and longevity. This is coupled with **cutting-edge, 5th generation power electronics**, enabling seamless inverter and solar hybrid functionality. Furthermore, its integration of patented **Nano Phase Change Material (PCM)** ensures **superior thermal management**, guaranteeing optimal performance and extending the system's lifespan. To ensure **seamless operation and 100% uptime**, PuREPower Commercial incorporates **predictive and Cloud AI**, enabling proactive maintenance insights and eliminating disruptions. This intelligent system anticipates potential issues, ensuring a truly **maintenance-free** experience.

Speaking at the Coimbatore launch, **Dr. Nishanth Dongari, Founder & Managing Director, PURE**, emphasized the company's core strength: "PURE, a pioneer in advanced battery technology and power electronics, has architected PuREPower with an unwavering goal: to redefine energy resilience for India, specifically catering to the critical needs of businesses. PuREPower

Commercial is poised to **transform business operations** and deliver **remarkable reductions** in both capital expenditure (Capex) and operational expenditure (Opex) related to power.”

With **scalable configurations** spanning from a versatile 25 KVA to a robust 100 KVA, PuREPower Commercial boasts an intelligent auto-synchronization capability, seamlessly aligning with the grid, intermittent renewable energy sources, and existing diesel generators. This empowers businesses to **effortlessly propel** all their essential high-surge load equipment while simultaneously **capturing the value** of excess renewable energy. Leveraging rapid charging during off-peak hours through its integrated Time of Use (ToU) functionality, businesses can then **strategically deploy** this stored energy during periods of peak demand, translating directly into significant cost savings and enhanced energy security.

Adding his perspective at the launch, **Dr. Raguram Arjunan, President of the Sustainable Energy Professionals Association (SEPA)**, lauded PURE's efforts, stating, "PURE's launch of the revolutionary **PuREPower** marks a significant step forward for India's energy landscape. This '**Design and Make in India**' product holds immense potential to bring unprecedented scale to business operations while delivering substantial and much-needed cost savings. It's precisely the kind of innovation that will play a vital role in India's economic growth and sustainability goals.

While PURE also offers PuREPower Home for residential and small business applications, and the utility-scale PuREPower Grid, the Coimbatore launch underscores the immediate and transformative impact of PuREPower Commercial on the Indian business landscape, promising a future where energy management is not just a cost center, but a powerful driver of efficiency and profitability.

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 www.pureenergy.co.in

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