



FOR IMMEDIATE RELEASE

Media Contacts:

Kari Garcia
Senior Public Relations Specialist
Trojan Battery Co.
562-236-3038
kgarcia@trojanbattery.com

Manoj Goel
Su-Kam Power Systems
+91-124-4170500
mgoel@su-kam.com

Su-Kam Power Systems Announces Alliance with Trojan Battery Company to Strengthen Solar and Inverter Portfolio in India

- ✓ The companies have launched a co-branded Su-Kam/Trojan INV-150 deep-cycle battery in India to power Su-Kam's solar and inverter product portfolio
- ✓ The Su-Kam/Trojan INV-150 battery features Trojan's advanced deep-cycle battery technology which the company has become known for over the last 85 years

NEW DELI, Dec. 3, 2013 -- Su-Kam Power Systems Ltd., India's leading power back-up solutions provider, and **Trojan Battery Company**, the world's leading manufacturer of deep-cycle batteries, have launched a co-branded, long-lasting and reliable INV-150 deep-cycle battery in India. Su-Kam's alliance with Trojan will build a strong battery portfolio for solar and inverter applications in India. The Su-Kam/Trojan INV-150 deep-cycle battery is specifically engineered to power both commercial and residential inverter applications.

"With Su-Kam's alliance with Trojan Battery Co., we wanted to combine our world-class inverter technology with the long-lasting and reliable battery technology from Trojan," said Kunwer Sachdev, Founder and MD, Su-Kam Power Systems, said. "This alliance will help both companies strengthen their solar product portfolio in India. We are confident that Trojan Battery powered solar and inverter products from Su-Kam's product offerings will provide reliable, cost-effective energy solutions to our customers. Su-Kam looks forward to a long and successful relationship with Trojan in the future."

The INV-150 features Trojan's advanced deep-cycle battery technology combined with Su-Kam's manufacturing expertise in the region. Companies and residents in India and surrounding territories will benefit from the U.S.-made components featured in the INV-150 deep-cycle battery. Advancements such as Trojan's T2 Technology™, proprietary Alpha Plus® Paste and exclusive Maxguard® separator work in synergy to deliver exceptional battery performance.

“The INV-150 is being well received by Su-Kam’s network of distributors throughout India and the region,” said Mat Segal, senior vice president of international sales for Trojan Battery. “As a co-branded battery from Trojan and Su-Kam, customers in the region can be confident that the INV-150 will provide the uninterrupted power to support their day-to-day energy needs. This the first time the company has shared it brand with a company in this part of the world, reflecting Trojan’s confidence, specifically, in Kunwer’s leadership.”

Trojan’s advanced battery technology is engineered for Su-Kam’s solar and inverter portfolio which the company plans to expand at a rapid pace. Su-Kam’s solar and inverter solutions address both residential and commercial applications starting from 250 VA to 500 KVA.

Trojan and Su-Kam will continue to explore additional opportunities for deep-cycle battery solutions, which include power back up applications in the industrial business market segment.

About Su-Kam Power Systems Ltd.

Su-Kam is India’s most admired power solutions provider, with growing presence across India and over 70 countries worldwide covering the major expanse of Africa, Middle East Regions, South East Asia, Latin America etc. A truly knowledge driven company, with innovation at heart, Su-Kam develops intelligent power back-up solutions, engineered to be energy efficient and thus reduce the user’s carbon footprint.

Headquartered in Gurgaon and with 6 state-of-the art manufacturing facilities certified under OHSAS – 18001, this ISO 9001 and ISO 14001 certified company leads the market with its product innovation, design sensibility and a large and widespread sales distribution network. The company has over 30000 dealerships in India.

Su-Kam is the only power back-up company to be recognized for its R & D by the Department of Science and Technology, New Delhi. The company is credited for filing the highest number of patents in the Industry with an average of 2 patents every month. The company has received several prestigious awards like Asia’s Most Promising Brand 2013, Business Superbrand 2008, Selected Superbrand 2009, Powerbrand India 2010, National Award for quality Product from Government of India etc.

Working further towards a cleaner, greener planet, Su-Kam is branching out towards eco-friendly inexhaustible energy solutions like solar power. For more information, please visit www.su-kam.com.

About Trojan Battery Company

Trojan Battery Company is the world’s leading manufacturer of deep-cycle batteries and a battery technology pioneer, having built batteries for the first electric golf car in 1952. Trojan batteries power a wide variety of golf, electric vehicle, aerial work platform, transportation, floor scrubber, renewable energy, recreational and floor scrubber applications. Founded in 1925, the company is ISO 9001:2008 certified with operations in California and Georgia, and maintains two of the largest and most extensive

research and development centers in North America dedicated to engineering new and advanced battery technology. For more information on Trojan Battery Company, visit www.trojanbattery.com.

#