

# Scripting high-trajectory growth through solar power

**Biz  
talk**



**Hartek Singh**

Managing Director, Hartek Power  
talks to Sanjeev Sharma

*Hartek Power is an engineering, procurement and construction (EPC) company based in Chandigarh focusing on executing high-voltage substation turnkey and rooftop solar projects and manufacturing power-distribution equipment and solutions. In an interview, founder chairman and managing director Hartek Singh talks about the company's plans.*

**Q. What is the growth strategy of the company?**

A: The strength of the Hartek group lies in its diversified portfolio. With business interests across the power sector value chain in power systems, rooftop solar power distribution products and fuel services, we will continue to derive our growth from a high-quality product basket, strong client base, timely execution of projects and adoption of the latest technology. Having created a business model focusing on the transmission and distribution domain, we are sure that the growth in the T&D sector will create a sizeable market for our power systems and power-distribution products. We will also build on our collaborative model of doing business with global industry giants such as Schneider Electric and Siemens. We are also focusing on central electricity authority projects and rural electrification.

**Q: How does it plan to compete with big players?**

A: For the past 24 years since we have been in this business, our two core values-quality and

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timely delivery-have manifested themselves in all our products and services. Our expertise in executing substation projects, backed by a strong commitment towards clients, has enabled us to vie with many big names. We recently prevailed over many well established players to bag a 113-MW substation order from a leading solar equipment developer. At the same time, we fully understand that we have a long way to go and a lot to learn from the big players in the industry. We will continue to imbibe their best practices.

**Q: What is the order book size and major projects completed?**

A: Our power systems unit has received orders close to Rs 70 crore, which will be executed in a span of one year. We have been able to create immense value in the transmission and distribution value chain, as reflected in our execution of about 150 high-voltage and extra high-voltage substations and transmission lines. We are also an integral part of India's solar sector, having connected close to 150 MW of solar power to the grid and looking to double this figure by the end of this financial year. Some of the key projects executed by us include 13 bays of a 220-KV substation at the first in-house 4x300-MW thermal plant of Reliance Energy at Shahja-

hanpur, Uttar Pradesh, 132-KV substation projects for a 40-MW solar plant in Rajasthan and a 132-KV substation for L&T's 40-MW project at Dhansa, Rajasthan. Incidentally, we also constructed a 66-KV substation for the country's first-ever commercial 2-MW solar plant in Amritsar.

**Q: How is the growth in the power sector boosting prospects of new private sector companies?**

A: While the passage of the Electricity Act-2003 paved the way for the power sector towards a market-driven approach that encouraged private investments through tariff-based competitive bidding, especially for ultra mega power projects, the growing recognition of the role of accelerated electricity augmentation in rapid economic growth has opened the doors for many private players in both power generation as well as transmission and distribution. The growth patterns in the industry suggest that there is a huge scope for private enterprise. The renewable energy segment, in particular, has attracted huge investments from many big private players.

**Q: What are the prospects for rooftop solar power?**

A: Environmental implications of generating power through fossil fuels have resulted in a noticeable shift towards solar, especially in countries like India that receive abundant sunlight. The National Solar Mission has set a 100-GW target for 2022, out of which 40 GW will come from rooftop projects. Poised for unprecedented growth, rooftop solar power is a win-win situation for people as it will not only help in reducing electricity bills, but also enable households, government departments, businesses and industry to trap captive power for later use.