



Company Profile

Green Gen

Dreams come true for quite a few but very few work hard to make the dream come true. Such dreams, which need to be worked upon for its realization, have always come out of a sub-conscious responsibility towards the society. Green Gen is one such realized dream. Born out of the passion for having a life around a healthy nature, Green Gen was incorporated in 2011 at Chennai, one of the happening cities of India.

Green Gen took its business practices to the underlying principles of embracing nature and building products as well as solutions around it. This made Green Gen to foray into the energy sector, a fundamental need of every living being in this world. Blending the growing demand for power with the conscious effort to save the maximum, Green Gen set its goal to bring forth optimum Solar based products and solutions in the energy production segment and LED products for energy savings segment. Here began its business journey embedded with quality products, eco-friendly solutions, cost-effective mechanisms and value for money for every consumer of its.

Vision

Being a nature friendly organization by consistently improvising the value of life of every individual on planet earth through products and solutions, which blend with the natural elements and make meaningful living for generations.

Mission

Designing, developing, deploying and backing with the right support for optimum utilization of energy resources bringing about better living standards and dearness to natural elements.

Management

Experience, Expertise and Efficiency are the vital components for effectiveness of an emerging business organization. Green Gen is a proud organization to have a management with these qualities blended with youthful spirit. Led by Mr. M. Dinakaran, an astute techno-commercial expert, Green Gen parades itself on the right track repeatedly achieving its mission objectives and progressing steadily towards to its goals and vision. Collective experience and exposure to various business streams and operations is the core strength of Green Gen's Management team. This solid foundation is the right pedestal for many tall achievements in the years to come.



Our Principles



Social Responsibility

Synonymous to its name, Green Gen approaches every product and solution requirement with the wholesome responsibility of eco-friendly supplies, services and practices. "Care for environment" is the initiative set forth by the core Management team a decade ago, Hence, it is conscious of prevention of pollution and waste management through dealing with products which are always recycled.

Green Gen has taken another step forward in addressing environmental concerns by implementing lead-free electronics trading in compliance with RoHS directive. Green Gen is committed to being an industry trendsetter in environmental performance and will continue to work at minimizing environmental impact through its designs, trading and operational practices.

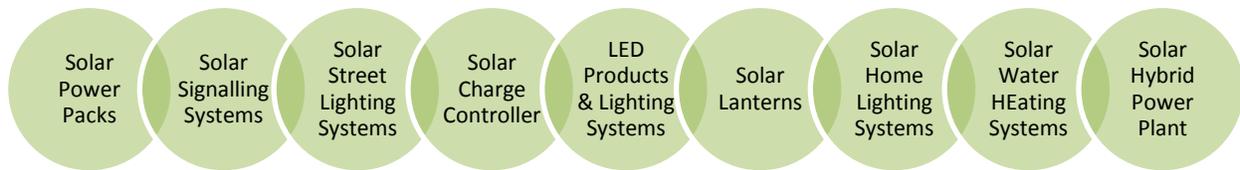
We think Green... We act Green

In response to current calls for 'environmental conservation', we at Green Gen adopt environmental driven technology solutions. We are engaged in a variety of efforts to provide energy efficient products in order to promote and make aware of environmental protection and harmonious existence with the Earth.





Product Range



Solar Products:

Solar energy is the readily available source of energy. It is a non-polluting non-conventional source of energy. In the next few years it is expected that millions of households in the world will be using solar energy as the energy trends show. In India the Indian Renewable Energy Development Agency and the Ministry of Non-Conventional Energy Sources are formulating a programme to have solar energy in more than a million households in the next few years.

Green Gen has taken the necessary initiatives to address this growing demand. Possessing the expertise and the requisite contacts with some of the leading Global manufacturers, Green Gen has got into sourcing the Solar Photovoltaic (SPV) cells by defining the process and quality requirements for the Indian market and its growing demands.

LED Products:

LED's (light emitting diodes) are solid-state semiconductor devices that can convert electrical energy directly into light. Loaded with numerous benefits, LED's consume very low power and generate very less heat. This makes it very eco-friendly. Environmentally safe, LEDs are made from non-toxic materials unlike fluorescents which contain Sodium and Mercury. It can also be recycled and there is no carbon emission. Feather in the crown, is the long-life of an LED bulb in comparison to a corresponding incandescent or halogen bulb. Green Gen, with its global connectivity, has brought in the right manufacturers to partner with and the products are made out on OEM basis. All of Green Gen's products have total compliance to the various international standards and specifications with respect to the LED products, its energy consumption levels and its performance as well as endurance caliber.

Solutions

Solar Energy:

In line with the mission objective, Green Gen is very particular to ensure the effective utilization of its products. Building a solution is a win-win situation for all concerned. As a consumer, the purpose of an installation fructifies only when there is a tangible result. Green Gen ensures that the customer satisfaction is utmost when it comes to an installation and is consistent when it comes to the performance of the installed solution.



LED Lighting:

Optimal utility of any product will establish the success of product. This will also breed the multiplicity of applications of such products or such category of products. It also opens the avenues for exploring the utility value of products which are generic in nature.

Marketing Network

Green Gen is focused in having a concentric penetration level in each of its regions of operations. Being available at an easy access point is the imbibed mantra of Green Gen's mission. To consolidate this thought into action, Green Gen is progressively building an Authorized Dealer Network across the states of Tamil Nadu, Kerala, Karnataka, Orissa and Andhra Pradesh. There will be an Authorized dealer in every district of these states and this will be further complimented by an inherent re-seller network in each of the districts. Another dimension to building a robust marketing network is through the positioning of Technical Sales Officers (TSO) for every 3 districts (based upon the market density). These TSO's converge under a Regional Head, making it a wholesome tree for percolating product knowledge and effective customer service at any given point of time.

Key Features

- ✓ Affordable and technology driven products
- ✓ Easy to operate, easy to install with easy & low cost maintenance
- ✓ Pollution Free
- ✓ Promotes the use of renewable resources
- ✓ Compliance to International Standards
- ✓ Specifically designed to adapt Indian weather conditions
- ✓ Lowest carbon emission product available on earth
- ✓ Distributed by local franchisees and dealers for easy procurement
- ✓ Round the clock support and service
- ✓ To instill the use of natural, sustainable methods of energy production and utilization in people's minds through our products

Support

Quality and Customer Satisfaction Index are two vital ingredients of any service-oriented business. The products of Green Gen are built with higher warranties than the normal industry standards. However, an intense backing is available through a multi-tier support network viz. trained support engineers at the Dealer level, skilled support engineers at state level and comprehensive support team at the Corporate and Regional offices.