



YEAR-END

Solar adoption still leaves a large untapped market

PNS ■ HYDERABAD

Highlighting the 60% rise in electricity tariffs over the past decade, Radhika Choudary, Co-Founder of Freyr Energy, emphasises the rapid growth of India's solar industry. She mentioned that while solar adoption has surpassed 3 million households, a large untapped market of over 300 million potential consumers remains.

She noted that affordable solar solutions, financing options, and government subsidies are driving this growth. Companies prioritizing quality products and customer-centric initiatives, such as Solar Experience Centers, are poised to lead the transformation, create jobs, and drive innovation.

Meanwhile, CEO & Co-Founder of Marut Drones, Prem Kumar highlights the Indian drone industry's remarkable growth, fueled by innovation, supportive policies and a strong ecosystem. However, challenges like certification delays, subsystem reliability and cost competitiveness must be addressed. He noted that investments in AI,

autonomous navigation, better batteries and workforce training can unlock breakthroughs, expanding drone applications across industries. He also mentioned small startups face hurdles competing with China's low-cost production, but government support can make 2025 transformative for Indian drone manufacturers.

Later on, CEO of ByteXL, Karun Tadepalli, highlighted 2024's technological strides and the rise of Gen AI. To realise India's tech potential, investing in engineering education, updating curricula, and driving industry-academia partnerships is vital. Karun also mentioned supporting startups and research will accelerate breakthroughs, empowering youth to position India as a global tech leader.

CEO of CriticalRiver, Anji Maram reflects on AI's impact on workforce dynamics. He noted that automation enhances efficiency and enables human focus on creative tasks. CriticalRiver's Digital Science Innovation Lab helps integrate AI, creating human-AI synergy for innovation and productivity.