



**DESIRE**

The Power of Conserve

Enabling Smart Cities  
Through Our Award Winning  
Solutions in ESCO Projects  
Water Treatment  
Water Infrastructure  
Water Infra Automation  
Solar Pumps & Projects

**A Leading Innovator in  
Integrated Water  
Management**



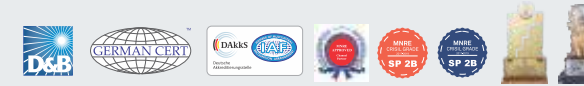
**DESIRE**  
The Power of Conserve

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Toll Free No.: 1800 1806 010





**DESIRE**  
The Power of Conserve



Our company is run by very highly qualified and experienced professionals and driven by our 3 tier values structure build on foundation of ethics

## Vision

Our vision is to consistently innovate and and deliver smart water solutions for the mankind.

## Trust

This is the glue we consistently pour in every action and build a long lasting robust relationships with our partners. This helped us deliver extraordinary results in an enduring way.

## Transparency

We collaborate with our partners and team in a complete transparent manner. We believe in no-surprise culture and create benchmarks and standards in transparency.

## Technology

We leverage and build best of the breed technologies and tools to smartly manage project executions and project management. We work on our on in-house build ERP and consistently enhance it to delivery smart outcomes.

## Ethics

We create an environment where all our team members put ethics on top priority while taking any decision and we reward them positively for this including profit sharing.



## Introduction

Desire energy is a national award winner, ISO 9001:2008 and ISO 14000:2015 certified company. Desire energy started its journey as a proprietorship firm in 1982 and then converted as private limited company in 2011 with an aim to serve the nation by providing innovative products and services in energy conservation, renewable energy sources, water infra automation, water infrastructure and water treatment project management.

We are engaged in ESCO projects, solar pumps, solar roof-top projects, remote monitoring systems, SCADA and automation, water Infra turn-key projects, community based reverse osmosis plants, de-fluoridation projects etc.

We operate pan India and spreading worldwide presence through our channel partner network.



Since 1982



Innovative Water Solutions



Global Presence



## The Team Desire

The Team Desire is currently more than 500 people strong and rapidly growing. The team consists of highly qualified and experienced resources from technical and financial backgrounds including B.Tech, chartered accountants and specialized diploma holders.

Gaurav Kr. Gupta is a technocrat qualified with B.E, MBA & Certified Lead Auditor, having vast experience in water and Energy Sector. He is a member of the core technical committee of Bureau of Energy Efficiency, New Delhi, member of CII & FORTI organization.



**Gaurav Kumar Gupta**  
Managing Director  
Founder



**Mr. Saurabh Gupta**  
Director  
Co-Founder



**Mrs. Ruchi Khandelwal**  
Director  
Co-Founder



**Mr. Suraj Khandelwal**  
DGM  
Projects-ESCO



**Mr. Honey Gupta**  
Sr. Manager  
RO Projects



**Ajay Sharma**  
Sr. Manager  
Solar Projects

and a **Team of 500 Technocates**

## Awards & Achievements



National Award by PM Shri Narendra Modi for outstanding performance.



Desire Energy Projects appreciated by former Rajasthan Power Minister Shree Jitendra Singh, Former Central Power Minister Shree Bharat Singh Solanki.



Desire Energy is awarded With "Innovative Financing & ESCO Model in Energy Efficiency" by CII.



Desire Energy is awarded with "Udhyog Ratna Award" by Chief Minister of Rajasthan.



Emerging Company of the year by FORTI.



## Major Achievements & Certification / Appreciations



"National Award" winner in service sector for the outstanding performance, by Hon. Prime Minister of India Shree Narendra Modi on 18<sup>th</sup> October 2016.

"Udhyog Ratna Award" winner by Chief Minister of Rajasthan Smt. Vasundhara on 17<sup>th</sup> Sep. 2017



Certified by Ministry of New & Renewable Energy (MNRE), Government of India for Solar Products.

Certified ESCO Company by Bureau of Energy Efficiency, Government of India.



Enlisted by NABARD for the capital subsidy scheme, for Agriculture Solar Pumps.

Obtained "SP-2B" rating by CRISIL, for the high performance and financial strength for solar projects.



Certified products with CE marketing. Tested and approved products by many NABAL Laboratories like NISE, ERDA, TUV etc.



Build and Implemented Own Tailor made ERP for all processes and Project Management.



Established in-house R&D team for the next gen technology development and possess many patented products



## ESCO Projects

We are leading player, out of very few "ESCO Company" which are certified by Bureau of Energy Efficiency (BEE), working globally towards energy conservation in water infrastructure field. With our existing ESCO projects we save more than 25 Million electric units every year. We have a very capable team consists of Energy Auditors and Analysts for project analysis. We typically execute projects from 5 to 10 years, with average payback period from 2 to 3 Years.

We have a very rich experience in water infra based ESCO projects and we are successfully executing 9 ESCO projects since last 5 years, and saving energy in the range from 20% to 50% in each project. The beauty of Desire ESCO Projects is transparency; all of our ESCO projects are having SCADA Based web monitoring system, by which we monitor live data through dedicated web portal and mobile app.

Feb, 2018 - 10 year project  
Ajmer, Rajasthan, India  
Under Implementation

Jan, 2017 - 10 year project  
Wair-Bhusavar, Rajasthan, India  
Saving per annum: 11,19,000 KWH - INR 78,39,000

March, 2015 - 10 year project  
Bharatpur, Rajasthan, India  
Saving per annum: 30,85,714 KWH - INR 2,16,00,000

Sept, 2013 - 10 year project  
Kailana, Jodhpur, Rajasthan, India  
Saving per annum: 50,18,000 KWH - INR 3,26,17,000

Jan, 2010 - 5 year project  
Deeg-Kaman, Rajasthan, India (Pilot Project)  
Saving per annum: 6,00,000 KWH - INR 30,00,000

Dec, 2017 - 5 year project  
Jaismand, Rajasthan, India  
Saving per annum: 21,00,000 KWH - INR 1,57,50,000

July, 2016 - 5 year project  
Deesa, Gujarat, India  
Saving per annum: 24,00,000 KWH - INR 1,32,00,000

Feb, 2015 - 5 year project  
Sirohi, Rajasthan, India  
Saving per annum: 45,81,818 KWH - INR 2,52,00,000

Jan, 2010 - 5 year project  
Churu, Rajasthan, India  
Saving per annum: 48,00,000 KWH - INR 2,64,00,000

**SAVING 25 MILLION ELECTRICITY UNITS & BILLION LITRE OF WATER EVERY YEAR**

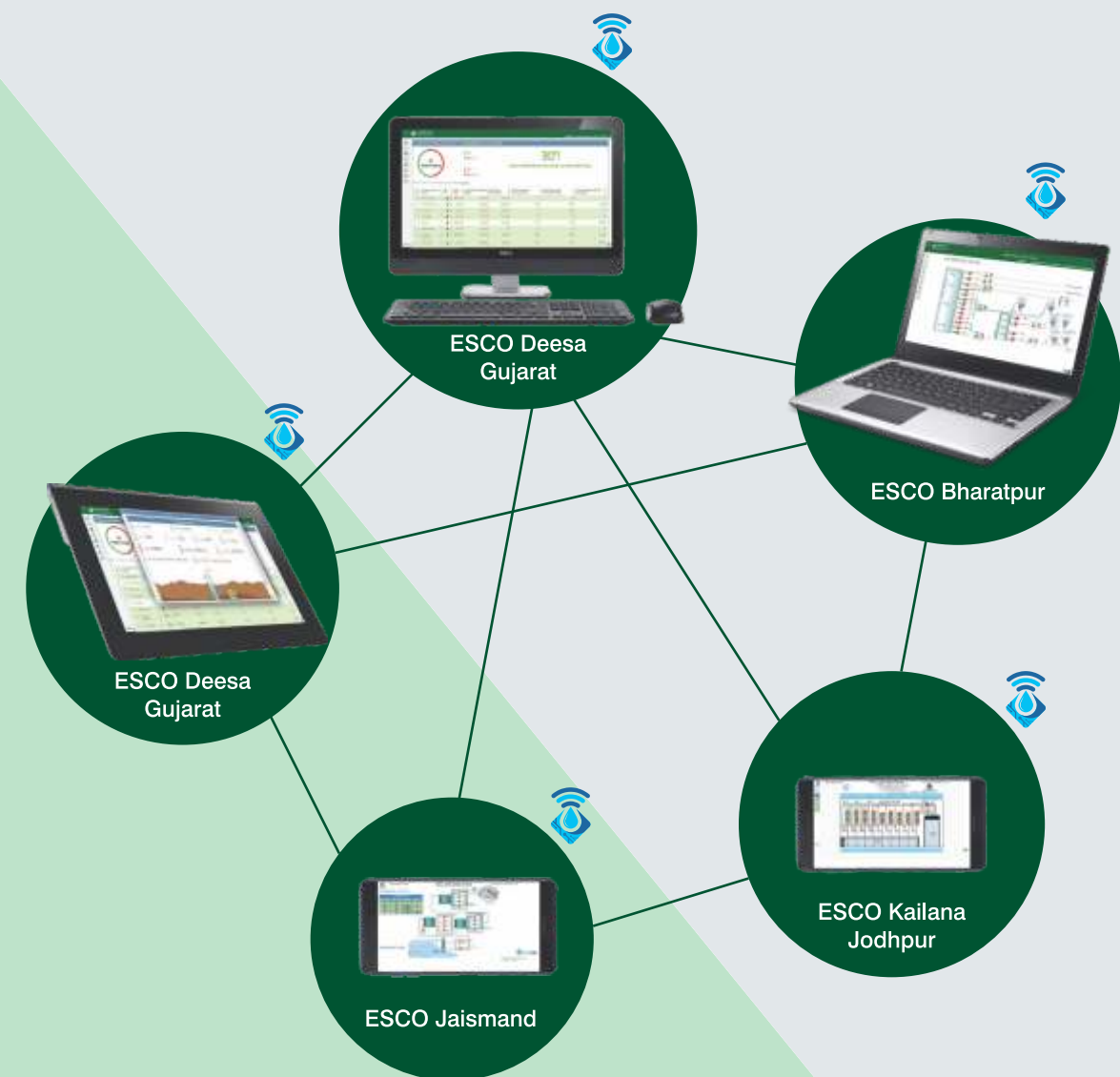




## SCADA & Automation

Desire Energy is a leading automation and SCADA company in the field of water management. We possess a intelligent in-house software applications named, Aqualogix Water Information and Management System (WIMS). We are also certified system integrator & partner with Schneider Electric (world's largest automation company in water segment).

We implemented SCADA Based automation in many cities in India under Smart Cities & AMRUT projects. We implemented microprocessor based IOT enabled remote monitoring cum control system and managing more than 500 RO plants and more than 3000 solar pumps in scattered deep rural areas through these technologies. These SCADA technologies are powered by cloud computing with a front end through web portals and mobile apps.







## Solar Energy Based De-Fluoridation Unit

Desire energy manufacture and supply De-Fluoridation units, for the fluoride effected areas. Desire De-Fluoridation unit are available on media based (Bio F/AA) and also with Automatic Fluoride Removal Unit (ARFU) (approved by MNIT) based on Electro-coagulation - a patented technology of Desire Energy. Desire De-Fluoridation unit have capacity to reduce fluoride to 0.5 PPM even from 15 PPM fluoride content in raw water. We have rapidly installed more than 3000 units till date and we are running these units successfully in various parts of the country

These De-Fluoridation units can work without/with conventional electricity and can be clubbed with solar energy based pumps to provide disruption free end-to-end solutions to the cosumers.

## Reverse Osmosis (RO) Plants

Desire energy is also a manufacturer and supplier of community based RO plants (500 to 3000 LPH) for row water TDS up-to 25000 PPM. We have supplied and installed more than 500 plants till now. All of our plants are equipped with Desire Remote Monitoring system (Aqualogix) and ATM based water dispensing system (Aquatap)



Water ATM Powered by





**INDIA'S FIRST  
SOLAR PUMP HOUSE  
(Capacity 25 HP)  
At India-Pakistan Border  
(Jaisalmer, Rajasthan)**

## Desire Solar Pump & Pumping System

We are one of the leading manufacturer and integrator of solar pumping and we are approved by MNRE. We have Installed more than 5000 solar pumps, in various parts of country, for the agriculture as well As drinking water applications.

Desire Solar Pumps are highly efficient, these are made of stainless steel for long life, consist with MS structure with seasonal tilt and have manual tracking for long working hours.

## Desire Solar Roof Top Solutions

We are MNRE approved system integrator for On-Grid and Off-Grid Power plants. We have installed more than 10 MW solar plants at residence, commercial buildings, solar parks and ground mounted solar plants.

We have inhouse design team to design solar roof top plants to meet customer requirements and also to enable maximum power generation in minimum space.



Available upto  
**0.5 HP to 50 HP**





Operation By Mobile Application

## Special Features of Solar Pump Controller

### Inbuilt RMS with Artificial Intelligence

- Double Door Control Panel with IP-54 protection
- Optimal Operating Point calculation Function
- Inbuilt MPPT function
- Inbuilt detection of sudden changes of conditions (Especially Irradiance)
- Inbuilt Dry Pump Detection function
- Inbuilt water tank minimum/maximum level detection
- Remotely Temporary Jam Clear Operation by Web/App/Support Center
- Dedicated Tool Kit for Controllers On-Site Programming (Doctor Sunaquator)
- LCD Interface for real-time monitoring & Debugging
- The AquaLogix hardware is a robust design to control the Pump by Mobile Application as well as troubleshooting & Debugging
- Inbuilt water tank minimum/maximum level detection

## Solar Pump Controllers

Desire Energy is manufacturing solar pump controller with the name **SUNAQUATOR** Desire solar pump controller have inbuilt MPPT System, provide efficient working to the solar pumping system and are certified by MNRE, NISE, ERDA and TUV etc. The pump controller are monitored and operated through mobile application and our web portal at [www.live.desiresolar.in](http://www.live.desiresolar.in)

## Technical Specifications

Model	Motor Rating (HP)	Pump Motor Type AC/DC	Motor Voltage	Input DC Voltage Range	Max. I/P Current	Overload Capacity	Protection	Communication
DSPC-01HP-A C-SP-110V-12A-FZ	1	AC	110	160-400 V	12			
DSPC-01HP-DC-12A-FZ	1	DC	110	160-400 V	12			
DSPC-02HP-AC-SP-160 V-12A-FZ	2	AC	160	160-400 V	12	150%		
DSPC-02HP-DC-12A-FZ	2	DC	160	160-400 V	12	of		
DSPC-03HP-AC-SP-230V-12A-FZ	3	AC	230	160-400 V	12	Rated		
DSPC-03HP-DC-SP-230V-12A-FZ	3	DC	230	160-400 V	12	Current		
DSPC-05HP-AC-TP-415V-11A-FZ	5	AC	415	240-800 V	11	for	Double	
DSPC-05HP-DC-11 A-FZ	5	DC	380	240-800 V	11	1 Minute	Door	RS-485
DSPC-7.5HP-AC-TP-415V-11A-FZ	7.5	AC	330	240-800 V	18	or	IP54	
DSPC-7.5HP-AC-TP-415V-18A-FZ	10	AC	330	240-800 V	18	200%		
DSPC-15HP-415V-3PH-FZ	15	AC	415	650 V	28	for		
DSPC-20HP-415V-3PH-FZ	20	AC	415	650 V	36	0.5 Sec.		
DSPC-25HP-415V-3PH-FZ	25	AC	415	650 V	45			
DSPC-30HP-415V-3PH-FZ	30	AC	415	650 V	52			





EVERY YEAR PLANTATION AT PROJECT SITE



### Corporate Social Responsibility

We at Desire trust that the business is the medium to serve the society. Desires works on principal of profit sharing, and also deliver its best to improve youth and society.

- Free RO Water to the More than 400 rural Area's schools and Hospitals
- Jobs to the Physical Handicapped
- Sponsorship of National Football Tournament
- Every Year conduct "The Power of Conserve Award" To create awareness of energy and water conservation in youth.
- Plantation at every project site as we believe to give back more water than we take from earth.
- Association and support to various Orphanage Homes.

### Customer Service

Customer is always first for us, and to serve the customer Desire Energy is having separate PMSC Cell to monitor each and every project and product sold before the complain came the team ensure solution of the same, further for any kind of suggestion and support toll free No. 18001806010 is established at our customer service desk.

**Customer Care Number:  
1800 1806 010**



DESIRE ANNUAL DEALER MEET



INTERNAL TRAINING WORKSHOP



POWER OF CONSERVE AWARD



DESIRE CRICKET TOURNAMENT



SPONSOR OF NATIONAL FOOTBALL TOURNAMENT