



## HPCL Startup India Scheme- Udgam

*Dear Colleagues,*

We feel delighted to connect to you through this edition of Startup Insights. The Business Development Department is actively working towards building a strong startup ecosystem which not only is bringing new ideas, technological and business innovation to HPCL but also proving their mettle in the competitive market.

Through the previous editions of Startup Insights, we have been introducing the startups supported by HPCL in terms of investment as well as providing business opportunities through the wide network of HPCL installations and business units.

In this edition we are going to apprise you of some of the activities undertaken by the startups inducted under the HPCL Startup India scheme:

### **E - Mobility Space: Magenta EV Solutions Private Limited**

*M*agenta, introduced in the fifth edition of Startup Insights, operates in the business of Clean Energy Solutions - Generation, Adoption & Utilization. Under the “Charge Grid” brand, Magenta offers universal AC EV charging infrastructure custom designed for India’s heat, humidity and usage condition and to be powered by solar. Some of the key highlights of Magenta’s work so far are:

Setting up of India’s first solar based EV charging station, India’s first EV Highway (Mumbai-Pune), India’s first EV billing meter. Magenta is also developing solutions for propagation of EV charging

infra in rural India.

In January 2020, Magenta became part of the prestigious Shell E4 Cohort, which is Shell's startup support program, tailor made for the Indian ecosystem. Under this program, Magenta is receiving technological, advisory and investment support from Shell.

In March 2020, the startup launched its unique "ChargeGrid Street Light" series in the commercial market- the first of its kind in India. Magenta has also been selected by Microsoft for their prestigious Startup Support program.

Magenta has launched its nationwide business associate outreach program starting December 2020. Under this initiative, Magenta will identify associates across India to deploy a low-cost electric vehicle charging platform. This 3-stage program will commence with partner training in EV technology, EV charging, and supporting IT infrastructure. In further stages, Magenta will create a sales, deployment, and support backend for 2W, 3W, and 4W charging across India.

Magenta bagged 'The Best of Industry Award by Electronics Maker – 2019' and 'The Intelligent Mobility Award -2019' by Frost & Sullivan. The founders Mr. Maxson Lewis and Mr. Darryl Dias are regularly featured and quoted by reputed news agencies, magazines etc. such as the Bloomberg Quint, The Economic Times, The Hindu, Mercom, Energy World, News18 etc. for their expert opinions in the clean mobility and energy space. Magenta has also assisted HPCL in setting up captive solar capacity at administrative offices, EV Charging research



Magenta's Street Lamp Integrated EV Charger



Microsoft  
for Startups



Mr. Maxson Lewis (in middle) and Mr. Darryl Dias (right), founders of Magenta at the Intelligent Mobility Awards - 2019

and development laboratory.

Currently Magenta is working on Integrated Charging – Command Centre solution and helping companies in designing clean energy systems.

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## AI and Machine Learning Space: Clairviz Technology Systems Private Limited

Clairviz, an HPCL supported startup, introduced in Startup Insights' 7th edition, provides cutting edge solutions for digitization of manufacturing industry with focus on creating smart factories by leveraging technologies like Big Data, IOT, Analytics, Machine Learning (ML)/Artificial Intelligence (AI), Video Analytics and Internet of Services. It strongly believes in Industry 4.0 and has invested in building expertise and capability to help clients achieve their goals in timely and cost-effective manner.

The startup has completed some major work with HPCL business units such as:

- Digitization of LPG Anantapur Plant
- Digital Factory Implementation at NLMK, Daman
- Implementation of Asset management system in I&C SBU to maintain and track assets at consumer premises such pumps, tanks, etc. using digital technologies such as QR codes/ RFID/ IoT/ barcodes, etc.



Mr. Aditya Vermani, founder of Clairviz at one of their project sites



Clairviz deployed Digital Shift Management Solution at HPCL – Mumbai Refinery

- Implementation of IOT based Real-Time Performance Monitoring & Analysis System at Mazagaon Lube Plant
- Digitization of Manual Maintenance Inspection, Reporting, Scheduling and Task Management to improve compliance and Plant Safety in Operation & Distribution
- Digital Shift/Task Management System for better coordination between Shift Supervisor and Unit Area Teams in Mumbai Refinery

In the current financial year, Clairviz has generated new business opportunities from Arvind Mills, Ahmedabad to implement Digital Factory solution for their new Denim Yarn Dyeing unit and from Grasim, Epack to automate their operations.

Clairviz has entered into co-selling partnership with Microsoft for marketing of their Software as a Service (SaaS) products and with Zebra Technologies, a global leader of industrial mobility products.

Clairviz has also expanded its business network in the UAE, US and South East Asian regions.

The startup has bagged 'The Smart Manufacturing Startup Award' by Institution of Engineers, featured in Yourstory – 2019 and reached to the top 5 finalists in the 'Ebay Startup Cup' organized by the e-commerce giant E-bay.

Regards,

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