

CO EYES GROWTH VIA DOMESTIC, EXPORT MARKETS

Sterling & Wilson Group Co Plans Foray into EV Gear, Hydrogen Gensets

Kalpana.Pathak@timesgroup.com

Mumbai: Sterling & Wilson Group-promoted Sterling Generators plans to enter manufacturing of hydrogen engine gensets, electrolyzers and EV charging equipment, as the company targets growth through domestic as well as export markets in these segments.

"Diesel generators will remain main products, but we will also move into hydrogen-based generators," said Sanjay Jadhav, CEO, Sterling Generators. "We have all the infrastructure required to make them. We are looking to forge technology alliances for the same."

Sterling Generators has one of Asia's largest diesel generator manufacturing plants at Silvassa, Dadra & Nagar Haveli, spread over 10.25 acres. This facility will be used to expand business in the new segments.

"The infrastructure already exists, making for 75% of the investments. We would be investing another up to ₹75 crore in the next three years to enter these new categories," added Jadhav.

The company has formed an equal joint venture—Sterling & Wilson Enel X E-Mobility—with Italy's Enel Group, to provide end-to-end services for electric vehicle charging stations across India. The chargers manufactured would be DC (direct current) chargers for ultra-fast charging, decreasing charging times.

"Enel Group has global relationships. So as soon as we launch operations here, these global relationships will come into play," said Khurshed Daruvala, MD, Sterling & Wilson Group. "Also, we will look at India as the



PLANT IN PLACE

Sterling Generators will use its plant at Silvassa, Dadra & Nagar Haveli, to expand business in the new segments.

export hub to manufacture for Enel Global."

Sterling Generators is a wholly-owned arm of Sterling & Wilson, a Shapoorji Pallonji company. Reliance Industries bought a controlling 40% stake in Sterling & Wilson Renewable Energy (then Sterling & Wilson Solar), its renewable arm, last February for ₹ 2,850 crore

The company, which has been a predominant domestic diesel genset player, is targeting the export market after it tied up with Moteurs Baudouin, a French manufacturer of marine and industrial diesel and natural gas engines, in 2022. The diesel generator or diesel genset produces electrical energy by combining a diesel engine (run on diesel) and an electric generator.