

# Global strategy to be closer to the customer

EMMVEE, a German-Indian solar company, has been active on the French solar market since 2002 – several years before the first crystalline EMMVEE module would be produced. Meanwhile, France has grown into a key PV market for the company, which was underlined by the establishment of a local branch office near Paris last year.

EMMVEE's story began about 20 years ago: D.V. Manjunatha founded the company at the beginning of the 1990s with a focus on solar thermal systems, focussing the Indian market. Today, EMMVEE has already arrived at a share of 25 % on the domestic solar thermal market and grown into an all-rounder for solar products with three global business operations. The brand EMMVEE is not only connected to solar thermal solutions but also to global products in the area of PV and glass refining. This development had already been part of the early vision of the company founder: from the very beginning, Manjunatha pursued the goal of making solar energy available to as large a number of persons as possible. More than 650 qualified and highly motivated employees are busy translating this vision into a reality all over the world today, for example, in the production of premium PV modules certified according to international standards.

## Local subsidiary

EMMVEE has established itself on the world's key markets for regenerative energy. In Europe, the company maintains offices in Paris, Berlin, Fidenza (Italy), and Darlington (England). Currently, the company's largest sales markets are France, Germany, Italy, Belgium and the UK. EMMVEE benefits from established distribution and partner networks in all of these countries following its maxim that customer proximity is a top priority. In France, which is considered by EMMVEE to be one of the most promising solar markets internationally, the company's sales experts put a particular focus on the market segment for industrial rooftops and the private sector. EMMVEE has established partnerships with installers in France and is an active exhibitor during key trade fairs such as EnerGaïa or the Salon des Énergies Renouvelables.

France puts a strong focus on PV rooftop and building integration. One of the highlights in EMMVEE's product line-up that might be particularly interesting for installers and wholesalers who want to meet the special requirements of the French market

was introduced on the occasion of Intersolar 2011: the deep black monocrystalline module ES230 M60 B, proudly called "BLACK PEARL" by its developers. The high performance module combines an aesthetic appeal with highest efficiencies on the basis of premium components: 60 highly-efficient semi-square solar cells with 3 busbars by the Germany-based manufacturer Bosch and the use of standard pyramid front glass Albarino P made in Germany underline the high expectations towards performance and quality. Premium components are also used in the company's DIAMOND and SAPPHIRE modules, which were launched together with the BLACK PEARL by EMMVEE this year.

## Higher energy yields

EMMVEE relies on long-term cooperation and lasting business relationships not only for its recent innovations but also for its established product portfolio. Thanks to carefully selected components and state-of-the-art production equipment, the company achieves a high degree of process reliability, excellent production results and top quality.

The modules increase the energy yield by use of Albarino P or G front glass. The deeply textured glass structure allows collecting more light and reflects it between glass and cell numerous, thus enhancing the module performance. Efficiencies and energy yields are increased by at least 3 % – a result that has been confirmed by independent testing labs of two renowned universities in Germany. EMMVEE has been a pioneer in the area of structured front glasses that provide a significant advantage in weak light situations during the early morning and evening hours as well as when used on rooftops with an unfavourable angle. This way, the installers are able to provide a broader range of customers with PV systems – even on rooftops with a rather flat angle or facing west or east.

EMMVEE headquarters in Bangalore: the pyramid (left) suits the structured front glass typical of the modules by the international solar manufacturer.



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