

*Janani Janma-bhoomi-scha
Swargadapi Gariyasi.*
- Ramayana

*Mother Earth and one's Motherland
are superior to even the heavens*
- Ramayana

WE ARE



CHAIRMAN



**MANAGING DIRECTOR
& VICE CHAIRMAN**



**DIRECTOR OPERATIONS
& PROJECTS**

Soham was established with the idea of providing clean and sustainable energy. This vision has been its driving force and primary focus. In this direction, Soham has two long-term goals:

- To be one among India's top three companies in renewable energy.
- To collaborate and partner with local communities in providing employment and improving standards of living.

Founder and Chairman Mr. K. Sadananda Shetty believes that renewable energy holds the promise for a better and cleaner future. It is this passionate desire that motivated him to establish Soham. Mr. Shetty, a visionary banker, with more than four decades of experience has been credited for making Vijaya Bank the country's fourth most profitable bank during his tenure as Chairman.

At Soham, Mr. K. Sadananda Shetty's core leadership team includes Managing Director and Vice Chairman Mr. Sanjith S. Shetty and Director Mr. Suchindra S. Shetty. Both are first generation entrepreneurs who share the vision of a cleaner, greener and safer energy alternative.

Mr Sanjith is a valedictorian at Duke University and alumni of the prestigious Harvard University. Mr Shetty, after building the Entrepreneurs'

WE ARE

Organization (EO) Bangalore chapter, is now actively involved in the Organisation (YPO). Both these are worldwide peer to peer networks of over 20,000 CEOs. At Soham, he shapes and executes strategic visions and charts out actions, processes and relationships. An out-of-the-box thinker and problem-solver par excellence, Sanjith inspires team Soham in channelizing their creative energies to produce the best results irrespective of the odds.

Mr. Suchindra Shetty is instrumental in optimising Soham's efficiency by directing all departmental operations and overseeing project implementations. He is largely responsible for guiding and managing all of its functional and operational requirements.

Soham believes that to be successful as a company it must act responsibly and with integrity in all areas of its activities. Its success can be attributed to its fine balance of productivity and social responsibility. It is this equilibrium, coupled with its gold-standard corporate governance that has allowed Soham to enjoy the reputation it has earned today. Determination and resilience have played a key part in soham's growth story. The guiding principle and culture of the company has always been: 'We never give up!'

*“Vision without **execution** is hallucination.”*
- Thomas A. Edison



WE HAVE

Mahatma Gandhi Hydro Electric Tail Race Scheme

Soham takes pride in the fact that this project is the first of its kind in India to be registered under the United Nations for Framework convention on Climate Change (UNFCCC). Situated near Asia's largest waterfalls, the project is a 22 MW hydro power plant commissioned in 2007. It showcases Soham's expertise and reiterates its commitment to use clean, green technologies to reduce the effects of global warming. This landmark project is considered by many to be a benchmark for all such future endeavours. It currently trades its CERs with Japan's second largest energy utility firm.

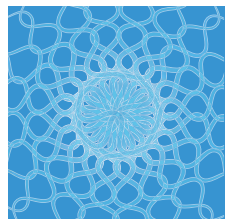
The success of this project has allowed Soham to initiate plans aimed at further enhancing and upgrading the scope of the plant's operations.

Mannapitlu Mini Hydel Project

This is a 15 MW "run of the river" hydro project located across the Gurupur River. Acquired in a run-down state, it took all of Soham's engineering skills and determination to turn this project into the resounding success it is today. This highlights how Soham's 'never say die' attitude has allowed it to raise the bar. The project was commissioned in September 2009 and functions on the same eco-friendly principles of the Mahatma Gandhi project.



WE HAVE



JALAM

WE WILL



WE WILL

Currently, Soham's chief objective is to build expertise encompassing the entire renewable energy vertical while having a pan Indian footprint. Subsequently, it aims to enhance the scope of its operations beyond existing boundaries and grow globally, while exploring acquisitions. It is currently implementing:

Mulibettu Small Hydel Project

This is a 10.5 MW "run of the river" scheme located on the Gurupur River in Moodabidri, Dakshina Kannada District, Karnataka. Construction is currently underway expected to be commissioned shortly.

Mahadevapura Small Hydel Project

This is a 6 MW "run of the river" project located on the Cauvery River, Mandya District, Karnataka. Work is currently in progress and the project is expected to be operational within mandated deadlines.

Nekkiladi Small Hydel Project

Nekkiladi is a 12.5 MW "run of the river" project on the Kumaradhara River in Uppinangadi, Dakshina Kannada District, Karnataka. The project is currently under construction.

Kolavuru Small Hydel Project

An 18 MW "run of the river" project, it is located on the River Phalguni at Karpe Village, Bantwal Taluk, Dakshina Kannada District, Karnataka.

Devaragaddi Small Hydel Project

The Devaragaddi project is a 20 MW undertaking on the River Krishna, at Narayanapura Village, Surpura Taluk, Yadgir District, Karnataka.

OUR VALUES



WHERE WE ARE

Soham's focused approach has allowed it to accomplish a lot in a relatively short period of time:

- Two fully operational power plants and five projects under implementation
- Three rounds of private equity funding, growing from INR 15 Cr in 2004 to INR 375 Cr in 2011; a leap of 2400%!
- Transparent governance; Soham is audited by the big four.
- Reputed partners across all domains, from lawyers to engineering design consultants.
- State-of-the-art ERP initiative which streamlines operational efficiency.
- Over one hundred team members (and growing) with industry leading expertise.
- A CSR initiative serving the needs of over 7000 children on a daily basis.
- An ESOP empowering employees in becoming integral stakeholders.

WHERE WE WILL BE

Ambitions and visions for the future include:

- Becoming one of the largest green portfolio companies in the power sector.
- Diversifying portfolio to include wind, solar, biomass and other emerging technologies.
- Enabling investors to realise attractive returns.
- Scaling up power generation capacity to over 250 MW within the next three years.
- To earn a reputation for technical competence and pioneer new industry standards.
- To enhance and continuously improve its relationship with various stakeholders.
- To become a valued and trusted partner for all its vendors.

OUR ECO PHILOSOPHY

As a "Green" business, Soham's dedication to the environment and community is reflected in its business strategies that go beyond regulation and demonstrate commitment to a healthy and sustainable future. Human health and safety, socio-economic and environmental well-being are some of the key areas focused upon by Soham to attain standards laid down by International Finance Corporation (IFC), a member of the World Bank Group.



SOORYA



PARTNERS IN PASSION

DE Shaw & Co



From its inception, Soham has recognized the need to partner with companies which share its values, beliefs and passion. This is the reason some of the most reputed entities in the world consider Soham a valuable partner.

Equity: Soham has deep business valuation and deal structuring expertise available in-house and brings unmatched acuity to evaluating, structuring and negotiating offers. As an SOP, strategic initiatives related to determining the size and form in which capital needs to be raised are vetted through a rigorous examination by a team of internal experts and legal partners.

Soham's Equity Investors are D. E. Shaw and the Macquarie SBI Infrastructure Fund and the SBI Macquarie Infrastructure Trust.

D. E. Shaw & Co is a New York based fund with a large Indian presence and a managed capital in excess of USD 35 billion making it amongst the largest in the world.

Macquarie SBI Infrastructure Investments Pte Limited and SBI Macquarie Infrastructure Trustee

Limited as Trustee for SBI Macquarie Infrastructure Trust have recently invested into Soham.

The Macquarie SBI Infrastructure Fund and the SBI Macquarie Infrastructure Trust are amongst the largest infrastructure funds focused on India. These funds are separately managed by a joint venture fund between the State Bank of India, Macquarie Infrastructure and Real Assets and the International Finance Corporation.

On the debt side Soham has been consistently successful in raising debt to finance its projects. This is primarily due to the fact that it enjoys strong healthy relationships with all its key financial partners. Soham is quite proud of the fact that most of its financial requirements are being addressed by State Bank of India and ICICI. Financial governance at Soham is transparent and aimed at assuring and informing stakeholders about the progress that Soham has been making in achieving objectives.



PARTNERS IN PASSION

TEAM SOHAM



Soham is all about its people! The team at Soham has varied expertise in myriad verticals of business in their previous enterprises. This ensures that there is a formidable knowledge-base ready at hand whenever required. Soham's hydro experts have clocked in over two hundred and fifty man years on various hydel projects, one the highest in the Indian private sector. The team is completely self reliant with the entire process of "water to wire" being an exercise in fine tuned precision. Heading this team of incredibly talented individuals, is a leadership which inspires by example and elicits the best of everyone with their vision, dynamism and single-minded determination to succeed.

It begins with the Business Development department which identifies viable ventures and draws detailed project reports. Then the Liaison department obtains necessary approvals, clearances, licenses and documentation. The Technical department addresses critical tasks like tendering and vendor identification, documentation for Certified Emission Reductions (CERs) and Renewable Energy Certificate System (RECS) and risk analysis. Finance plays a pivotal role regarding strategic decisions on raising capital through debt and equity ensuring adequate fund availability and cost control.

The end-to-end construction work, hydro-mechanical work and erection of structures are managed by the Civil department with inputs from the Electro & Hydro-mechanical department. On completion, the project is handed over to E&M, which synchronizes the project with the grid and operates and maintains projects on a year to year basis.










Courtesy : Mother Goose and Grimm comic strip by Mike Peters

The HR department ensures employees correctly match their roles, with the right balance of functional and technical skills. Branding and communication strategies aimed at highlighting and enhancing Soham's brand equity are the forte of the Corporate communications department. Corporate Social Responsibility (CSR) in Soham comprises of meaningful outreach programs aimed at improving the living standards of communities in and around project sites. Soham's corporate ethos is energetic, collaborative and thrives on a passion for individual and collective excellence. Every member of its team is a critical component in scripting the success story spelt SOHAM.



THE SOHAM SOUL

Soham Foundation is a CSR initiative of Soham Renewable Energy India Pvt Ltd (SREIPL). Every member of Soham Family have always believed that social responsibility is not just an incidental task for organizations. It is a meaningful duty aimed at ameliorating the quality of life, by giving the community access to quality education, health facilities and economic opportunities. Soham Foundation's Programs include:

 Soham Jyothi Lighting Lives	<i>Providing solar LED lights to the rural households which are not covered on the government electrification map.</i>
 Vidya Vahana To School with Soham	<i>Transporting students and teachers to reach schools safely on time in areas with no commuting facilities.</i>
 Vidya Ganaka Enabling our future	<i>Taking computer education to rural educational institutes by providing computer hardware and trained teachers. Working along with Azim Premji Foundation by distributing their multimedia software to these schools.</i>
 Vidya Vikas Dedicating our future	<i>Developing educational infrastructure to improve quality of educational environment.</i>
 Vidya Bala Suraksha Protecting our future	<i>Healthcare services and health insurance to the child's parent or guardian so that child's education is continued.</i>
 Soham Sahayog Caring for Community	<i>Working with the locals in development of basic civic amenities & implementation of remote village electrification programs.</i>
 Shresht Award	<i>Soham, through its Soham Shresht award instituted in 2011, on an annual basis honours people by recognising committed visionaries who have impacted the community through their dedicated sustainable initiatives in education, health and community upliftment.</i>





THE SOHAM EDGE

Key ingredients that sets team Soham apart:

- **Enviro, Eco and People Friendly:** Soham has an integral policy of being Enviro, Eco and People friendly with a host of eco-friendly programs and social welfare initiatives.
- **Team Soham & Ownership Culture through ESOP:** Soham's greatest assets are its employees - having two hundred and fifty man years of experience in setting up and executing Greenfield Hydel projects. Soham awards its employees a stake in the organization through employee ownership and gain sharing program.
- **Proven Track Record:** With one of India's largest hydel power plants in the small hydro private sector and another operational already (as well as many more under development), Soham doesn't just talk the talk; it walks it with conviction and confidence.
- **Relationship with Key Partners:** Soham has developed strong and long lasting relationships with the best of breed service providers in all its work areas; Equity, Debt, Design, Construction, Insurance, Legal, Audit... etc.
- **Maximizing Revenues:** The company stands out for maximizing its revenue streams by selling to customers ranging from Large Private Industries to State Electricity Boards. It also has been successful in selling its Carbon Credits under the United Nations protocol to leading global CDM buyers.
- **Corporate Social Responsibility:** At the core of the company's CSR initiative are programs impacting local community (started of with 25 children in 2004 and presently touching lives of 7000 children).
- **Gold Standard Corporate Governance:** Soham prides itself in the presence of immensely experienced board of directors meeting monthly and continous monitoring by world's largest audit firms (KPMG as internal auditors and Ernst & Young as statutory auditors) ensures excellence in governance.



VAYU



SOHAM RENEWABLE ENERGY INDIA PVT LTD (SREIPL)

#137, 7th Floor, HMG Ambassador Building,
Residency Road, Bangalore 560 025, India.

Tel: +91 80 41474800 / 01 / 02 / 03

Fax: +91 80 41474804

www.sohamenergy.in



AMBUTHIRTHA POWER PVT LTD MGHE TRS PROJECT

C5 VVNL Quarters

Bus Stand Road

Jogfalls 577435

Shimoga Dist

Tel: +91 8186 244277

Fax: +91 8186 244020

SOHAM MANNAPITLU POWER PVT LTD

Hanneradu Kavalu

Taccode Post

Moodbidri

Mangalore Dist

Tel: +91 8258 325961

