

## JOB DESCRIPTION

<b>Position Title</b>	Assistant/Deputy Manager - Power Contracts
<b>Superior Position Title</b>	Head – Non Utility Markets (Renewables)
<b>Entity</b>	Apraava Renewable Energy Private Limited
<b>Division / Department</b>	Business Development & Commercial (Renewable)
<b>Location</b>	Mumbai

### 1. JOB PURPOSE

**Business Context:** Apraava Energy is a diversified power company, jointly owned by the CLP Group - one of the largest investor-owned power businesses in Asia and Caissede dépôt placement du Québec (CDPQ) - a global investment group.

Our portfolio comprises 3,150 MW of installed capacity which includes 924 MW of wind and 250 MW of solar energy projects across seven states, a 1320 MW coal-fired super critical power plant and two power transmission assets. We forayed into Advanced Metering Infrastructure (AMI) by winning the first project in Assam to install smart meters in 693,077 households.

The name Apraava Energy has been derived from the Sanskrit language and is an amalgamation of four elements: Agni (Fire), Prithvi (Earth), Ambu (Water) and Vayu (Wind).

Apraava Energy was one of the first company to identify the potential of renewable energy in India. The company entered this space by building its first wind farm in 2009. Since then, Apraava Energy has gradually grown its wind energy portfolio and is now spread across six states generating nearly 1,000 MW and another 250 MW of committed capacity. Wind energy has been an integral part of Apraava Energy's business strategy. It is expected to continue making a vital contribution not only to Apraava Energy's growth plans for India but also to its commitment towards reducing its CO2 emissions.

Apraava Energy forayed into solar power generation with a 100 MW plant in 2016 through a joint venture in Veltoor, Telangana. Apraava Energy acquired two more solar plants in 2018. In 2020, Apraava Energy increased the size of its solar energy portfolio by more than 70% by entering into an agreement to acquire three of its solar projects. The latest addition to Apraava's solar portfolio was a 250 MW solar farm in Dedasari, Rajasthan in 2021.

In line with Apraava Energy's vision of investing in a low-carbon and clean energy portfolio, Apraava Energy marked its entry into the power transmission sector in 2019 with the acquisition of 240 km transmission line. With this, Apraava Energy has broadened its portfolio to straddle two out of the three main segments in India's power value chain. In December 2021 Apraava Energy acquired a 254 km Transmission line from Kalpataru-Mariani Transmission Limited passing through 3 states in North- East India i.e. Manipur, Nagaland and Assam.

The company has also built a 1,320 MW supercritical coal-fired power plant in Jhajjar, Haryana. The Jhajjar Power Plant has been commercially operational since mid-2012. It is one of the first few power plants in India to operationalize the Flue Gas Desulphurization (FGD) unit which helps reduce ~ 85% of SO2 emissions. The plant has also won the Frost & Sullivan and TERI Jury Special Mention Award in 2019 for reducing its specific water consumption to 2.11 m<sup>3</sup>/ MWh against a statutory limit of 3.5 m<sup>3</sup>/ MWh.

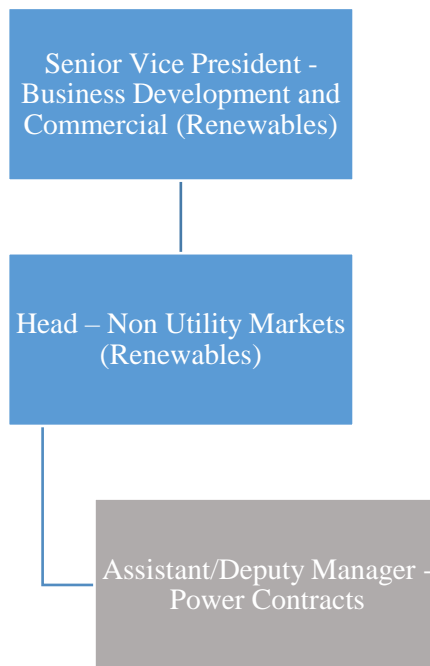
The Organization is engaged in Greenfield development of Power Generation/Transmission assets as well as their Acquisition. The business objectives in either case can be met only if the asset performs to the business assumptions. Engineering plays a key role in translating that business assumptions into engineering designs which can make sure that business objectives are met sustainably.

The organization is further diversifying into Power distribution business including Advanced Metering business. This would uniquely position organization's presence across the entire power sector value chain.

The mandate of the BD & Commercial (Renewable) function is to build and expand the Renewable Energy business (Greenfield/ Brownfield projects) of Apraava Energy within the limits of the Group’s policy and guidelines. This involves sourcing, evaluating, and optimizing opportunities in power generation as well as new businesses in the digital energy space (such as smart cities). This also requires maintaining strong relationships with various industry associations, governmental bodies, etc.

**Job Purpose:** Develop alternate revenue lines for Apraava Energy by leading sales in Private Power Markets through Third Party PPAs, captive structure, power exchange-based transaction and any other business opportunity in the non-utility segment.

## 2. ORGANISATIONAL CHART



## 3. PRINCIPAL ACCOUNTABILITIES

Accountabilities	Major Activities
Identify scope of investment for Apraava Energy in private power markets (Open Access PPAs and rooftop solar) through analyzing industry trends and liaising with external stakeholders	<ul style="list-style-type: none"> <li>▪ Keep abreast of regulatory framework as well as other parameters (third party tariffs, consumer preferences, competitors) impacting Open Access PPAs and rooftop solar offerings; Provide regular updates to management on the same</li> <li>▪ Continuously scan the market to identify new investment opportunities in private power markets (specifically Open Access PPAs and rooftop solar offerings); Determine their feasibility for Apraava Energy basis buyer’s credibility &amp; regulatory framework and present to senior management for review</li> <li>▪ Liaise with transmission companies, power brokers and other relevant external stakeholders to figure out the best possible approach and geographies for offering private power market solutions</li> </ul>

<p>Conduct detailed market research and prepare various documents to facilitate development of Go-To-Market strategy for Private Power Markets</p>	<ul style="list-style-type: none"> <li>▪ Conduct intensive market research on private power markets (specifically rooftop solar products) – perform market sizing, competitor analysis, SWOT and other related analysis to identify existing products in the markets and determine the risks involved</li> <li>▪ Develop a go-to-market strategy for rooftop solar products basis market research, ensuring maximum returns on investments and appropriate coverage from all associated risks</li> <li>▪ Collaborate with various internal stakeholders (BD – RE, Technical, Legal, Finance) to develop a proposal format for pitching Apraava Energy's rooftop solar products, detailing Apraava Energy's USP and credentials, QC specifications, work distribution for future proposals, etc.</li> </ul>
<p>Support sales of private power markets products by making initial contact with buyers and managing all sales documentation</p>	<ul style="list-style-type: none"> <li>▪ Identify potential buyers for private power markets offering of Apraava Energy by scanning the market and liaising with various external stakeholders (such as power brokers, industry forums, peers from competitors, etc.)</li> <li>▪ Conduct initial rounds of discussions with buyers to understand their requirements and present Apraava Energy's USP; Present the opportunity to reporting manager and seek approval to pursue the opportunity further</li> <li>▪ Determine detailed terms, conditions and pricing for the contract basis user's requirements, generation and consumption data; Provide support in negotiation process with buyers as and when required</li> <li>▪ Obtain necessary internal and regulatory approvals for closing the transaction; Interact with legal team to finalize the contracting terms of agreed PPA</li> <li>▪ Maintain an effective repository of all related documents for future use and to facilitate internal / external audits; Provide periodic MIS updates to management on the same</li> </ul>

#### 4. MAJOR CHALLENGES

<ul style="list-style-type: none"> <li>▪ Time consuming process of internal approval</li> <li>▪ Large number of agile competitors in Third Party PPA market</li> </ul>
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#### 5. INTERACTIONS

##### Internal Clients

<p><b>Roles you need to interact with inside the organization to enable success in your day-to-day work</b></p>
<p>Finance, Legal – Seek support on terms and conditions of contract for new project</p>
<p>Technical – Inputs on contracting terms and pricing decisions</p>

##### External Clients

<p><b>Roles you need to interact with outside the organization to enable success in your day-to-day work</b></p>
<p>Power Customers – Understanding buyers' needs</p>
<p>Power traders / brokers / transmission companies / industry forums– Identify investment opportunities</p>

## 6. SKILLS AND KNOWLEDGE

### **Educational Qualifications**

- Minimum education qualifications for the position: B. Tech. (Electrical Engineering / Power Engineering)

### **Functional Skills**

- Knowledge of regulatory framework for Private Power Markets
- Understanding of power and carbon markets
- Excellent sales and networking ability
- Business Acumen
- Communication and Influencing Skills
- Negotiation Skills

### **Relevant and total years of Experience**

- Experience: 3+ years in the field of Open Access PPAs
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