



Dr. Manoj Kumar Jhawar

CMD (Addl. Charge) &
Director (Commercial & Operations)
PTC India Limited

PTC India has been a keen player in the power trading sector. How is the company driving strategic innovation to address the evolving energy landscape?

PTC India is a leading force in India's power sector, driving its transition to a sustainable and low-carbon future. As a pioneer in power trading, PTC offers a range of reliable and clean energy solutions, including renewable and thermal power. The company is committed to supporting India's net-zero goals by facilitating long-term power purchase agreements for renewable projects like wind-solar hybrids and ISTS-connected capacities.

PTC is also actively exploring emerging technologies such as energy storage, hydrogen, and digitalization to further enhance the sector's efficiency and sustainability. By collaborating with government bodies and international organizations, PTC is building a resilient and adaptive energy ecosystem. Through its innovative approach and deep market expertise, PTC is shaping the future of India's power sector and leading



the nation towards a sustainable, technology-driven, and carbon-neutral future.

The energy sector is undergoing significant digital transformation. How is PTC India leveraging technology to optimize power trading and distribution?

PTC India is leading the way in digitalizing the energy sector. They are actively implementing cutting-edge technologies to improve renewable energy trading and distribution. PTC is assisting utilities in MP and Puducherry by providing cost-effective and sustainable power solutions. They are automating consumer billing systems, optimizing energy portfolios, and using dynamic scheduling tools to balance supply and demand.

Additionally, PTC has developed mobile apps for project management, including real-time vendor performance tracking for energy-efficient street lighting projects. By embracing digital transformation, PTC is empowering stakeholders with technology-driven tools that adapt to the evolving energy market. As a leader in power trading, PTC is committed to building a smarter, more reliable, and sustainable energy ecosystem.

What leadership strategies have been most effective in navigating the challenges of the energy transition?

PTC India is leading the charge in the energy transition by providing

consulting solutions that are shaping the future of power trading. As the power trading landscape evolves towards shorter dispatch cycles, increased consumer options, and a more dynamic market, PTC is adapting by embracing real-time communication tools and positioning itself as an aggregator. This will enable PTC to effectively manage both demand and supply-side requirements, ensuring a seamless and efficient energy ecosystem.

PTC's consulting arm is preparing for the future of energy by focusing on emerging areas like peer-to-peer trading and electric vehicle integration. They are developing innovative, technology-driven solutions to manage energy efficiently and reliably in a complex market. Building on its history of innovation, PTC is pioneering hybrid renewable projects and new green energy trading mechanisms. By combining deep market knowledge with regulatory expertise, PTC provides actionable insights to help clients navigate the energy transition confidently.

As a leader in shaping the future of energy trading, PTC India is not only addressing current challenges but also reimagining the possibilities of the energy sector. With its commitment to innovation and sustainability, PTC remains a cornerstone in building a resilient, inclusive, and forward-thinking energy ecosystem. ■