

*Production of Biomass Pellets for
thermal energy application*



**Erda Illumine Alternative
Fuel Pvt Ltd, India
Etti Khanna
Founder and Director**

REEEP®



Gender Inequality Index (GII) – India is 125 of 186 Countries
THIS NEEDS TO CHANGE. HOW?

“To really CHANGE the world, we have to help
PEOPLE CHANGE THE WAY THEY SEE THINGS.”

My Pillars : Ajay Kr Khanna /Sushma Khanna/ Gagandeep
Arya

My journey as a woman entrepreneur

- Schooling: Loreto; Graduation – BSc Chemistry;
Post Graduation – Masters in Environment

LAP 1 – Ernst & Young (2000 to 2009)

- Initial Family Resistance – Corporate/industrial careers not permitted; Industry related job dominated by males;
- Required travelling and residing in remote areas – only woman in the execution team
- 2000: CDM Guidelines were primitive - Assigned Development of a new CDM solution (Registered the 1st Biomass Project)/ Methodology development (6 Approved)
- Youngest Manager / Senior Manager
- Family pressures for Marriage

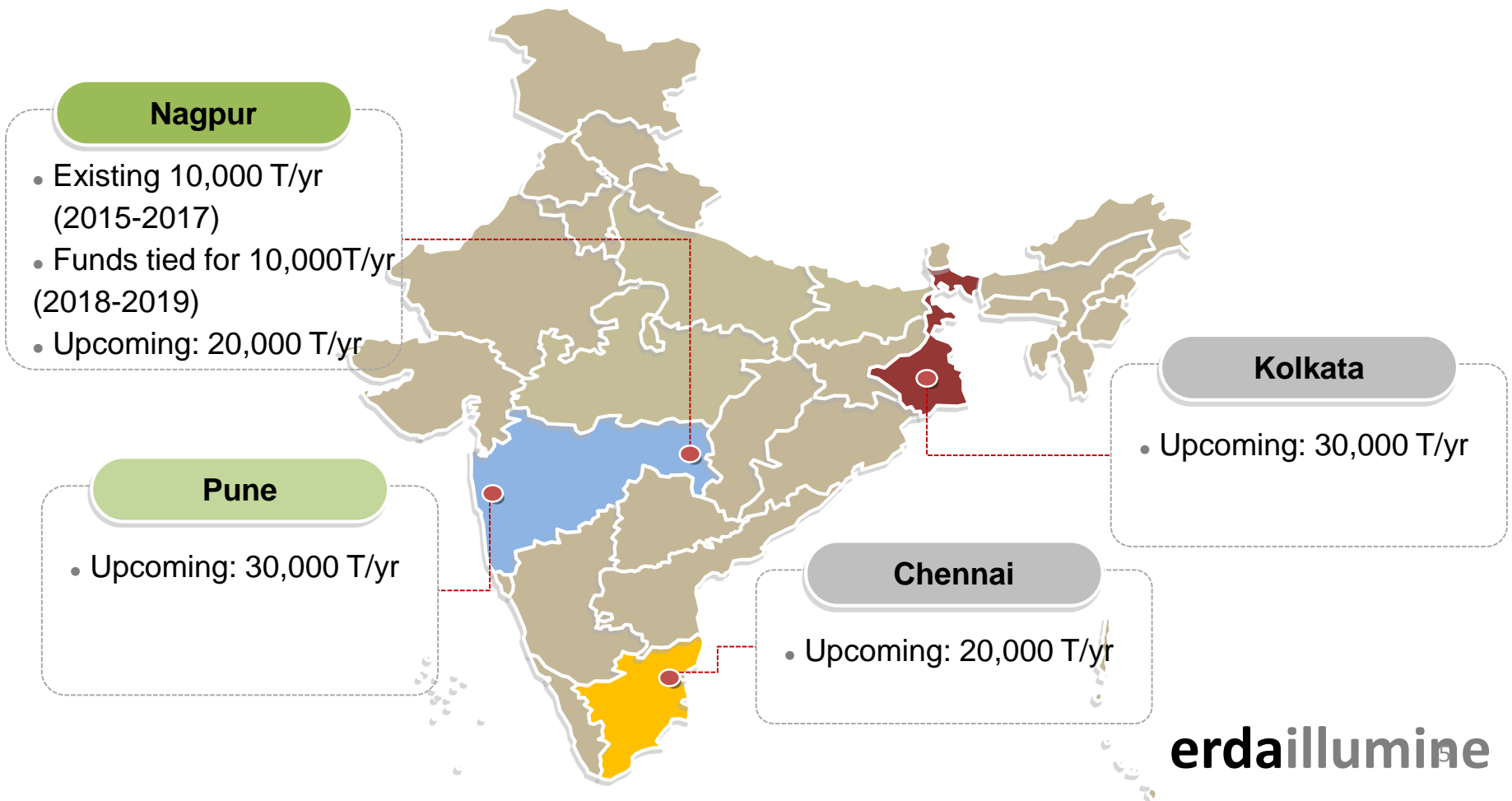
My journey as a woman entrepreneur

LAP 2 –

- 2010 - Founded Erda Illumine Low Carbon Solutions Pvt Ltd (Consulting Div)
 - 2013 - Founded Erda Illumine Alternative Fuel P Ltd (Manufacturing BIOMASS PELLETS)
-
- Arranging for Government Clearances
 - Financing – Working Capital / Vendor management
 - Extreme weather conditions
 - Machinery Inefficiency
 - Personnel Resistance – my pregnancy coincided with the inception of the plant / children’s responsibility

We manufacture Biomass Pellets from saw dust, wood and agricultural wastes

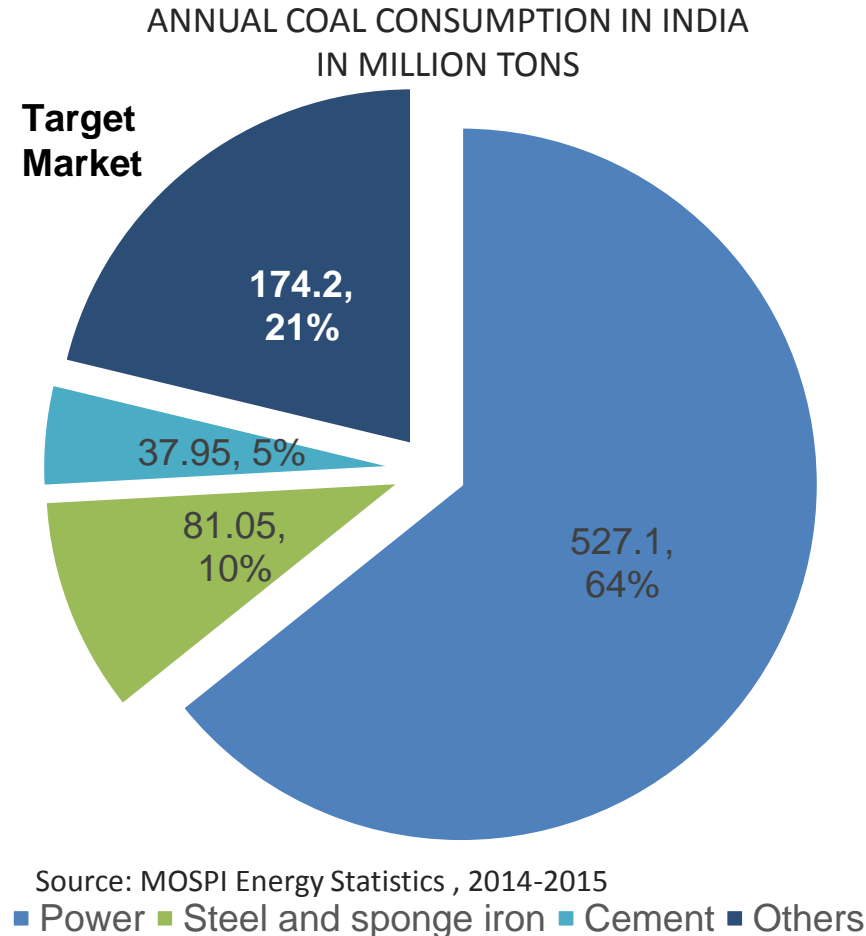
Location Wise Additions across India



Target Market

The target market comprises of :

- ▶ Food and Dairy
- ▶ Pharma
- ▶ Textile
- ▶ MNCs
- ▶ Blue Chip Companies



Client Base



Hindustan Unilever Limited

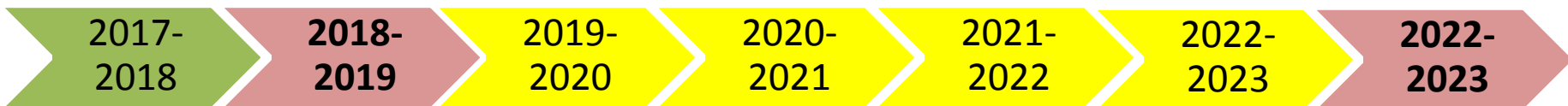


UNITED SPIRITS



erdailumine

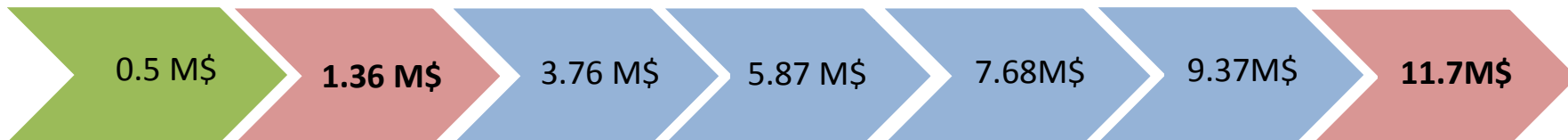
Growth Projections



Production Growth:



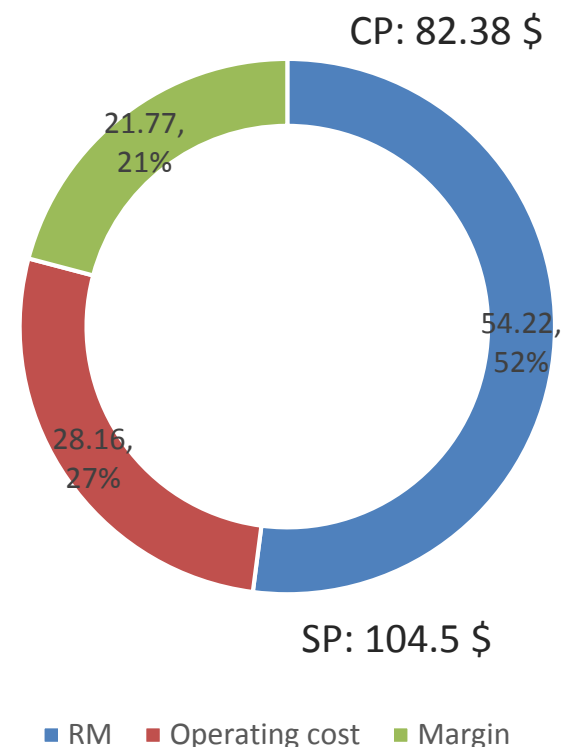
Revenue Growth:



Company Returns

Particulars	Financial Value
Project IRR	49%
IRR for Investor	26%
Fixed Asset Turnover ratio	2.16
Funding Ask (Equity)	1.13 Million USD
Gross Profit Ratio	24.6%

Unit Cost Breakup



Contact Us

Ms. Etti Khanna

office: +91 33 24617003

Mobile: +91 98300 45667

Email: etti.khanna@erdaillumine.com

Mr. Gagandeep Arya

Erda Illumine Alternative Fuel Pvt Ltd

Mobile: +91 98367 60999

Email: Gagandeep.arya@erdaillumine.com

Erda Illumine Alternative Fuel Pvt Ltd

48/1A Gariahat Road, Kolkata – 700 019, India

Office: +91 33 24617003; Website: www.erdaillumine.com

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