



Eastman powers up India with launch of largest inverter battery range

- *Eastman Auto & Power launches over 100+ models & 170+ SKU's in Eastman & under its sister brand ADDO*
- *Eastman is offering industry leading warranty up to 20 years on select models*
- *Eastman's 400Ah battery sets a new benchmark as India's most powerful inverter battery*

New Delhi, 05 December 2024: Eastman Auto & Power, a leading provider of power solutions, today announced a major expansion of its inverter battery portfolio, introducing over 100 new models under the Eastman brand and over 70 under its ADDO brand with a total of 170+ SKU's. This positions Eastman as the leader in the inverter battery market, offering the largest portfolio, the highest capacity, and the longest warranty in the industry, offering a one-stop solution for every power need. The expanded portfolio covers a wide spectrum of capacities, from 100Ah to a groundbreaking 400Ah, the first of its kind in India. This ensures energy solutions for every application, whether residential, commercial, or industrial.

Eastman has set a new benchmark for reliability in the Indian inverter battery market with its industry-leading warranty across the entire range. Customers can enjoy peace of mind with warranties ranging from 36 months up to an unprecedented 240 months (20 years), demonstrating Eastman's unwavering confidence in its product quality.

Mr. Shekhar Singal, Managing Director, Eastman Auto & Power Limited said, " This launch underscores our unwavering commitment to deliver Continued Energy Solutions for India. With our expanded portfolio of storage solutions that cover all need scenarios and our unmatched warranties, we are setting new benchmarks for reliability and performance in the industry. This strategic expansion reinforces our focus on emerging as a strong player in the Indian inverter battery market. We are proud to equip our consumers with dependable, customizable energy solutions that pave the way for a brighter and more connected future."

Leading the charge in high-capacity solutions is Eastman's **Premium Series**, featuring the innovative 400Ah battery and models ranging from 250Ah to 400Ah. This series caters specifically to high-demand applications requiring robust and reliable power backup. Recognizing the diverse needs of the market, Eastman has also segmented its portfolio into the **Smart Series** for budget-conscious consumers, the **Regular Series** for value-seekers, and the Premium Series for those prioritizing top-tier performance and features. The offerings are also available under the ADDO brand.

Furthermore, Eastman offers a wide variety of container types to suit different installation requirements. With 62 models available in Jumbo Short Tubular (JST), 39 in Short Tall Tubular (STT), and 77 in Tall Tubular (TT), customers can select the perfect fit for their specific needs. This attention to detail further strengthens Eastman's position as a customer-centric provider of power solutions.

About - Eastman Auto & Power Ltd:

Established in 2006, Eastman Auto & Power Limited specializes in Last Mile E-Mobility Solutions, Continued Energy Solutions and Solar Rooftop Solutions. With a dedicated workforce of over 3600 professionals spread across six manufacturing units and corporate offices, the company plays a pivotal role in local employment generation. Eastman products are sold in more than 50 countries globally. Eastman is committed to sustainability and recognizes the profound impact clean energy has on the well-being of individuals and communities.



As a responsible brand, Eastman integrates environmentally friendly practices into its operations and product development to support a better lifestyle for everyone. This commitment involves reducing carbon emissions, minimizing waste, and utilizing renewable resources wherever possible.

For more details please visit: <https://eaplworld.com/>

For media queries please contact: indiapr@eaplworld.com; aanchal.wadhwa@eaplworld.com