**Content for the website**

**A. Name of the website:**

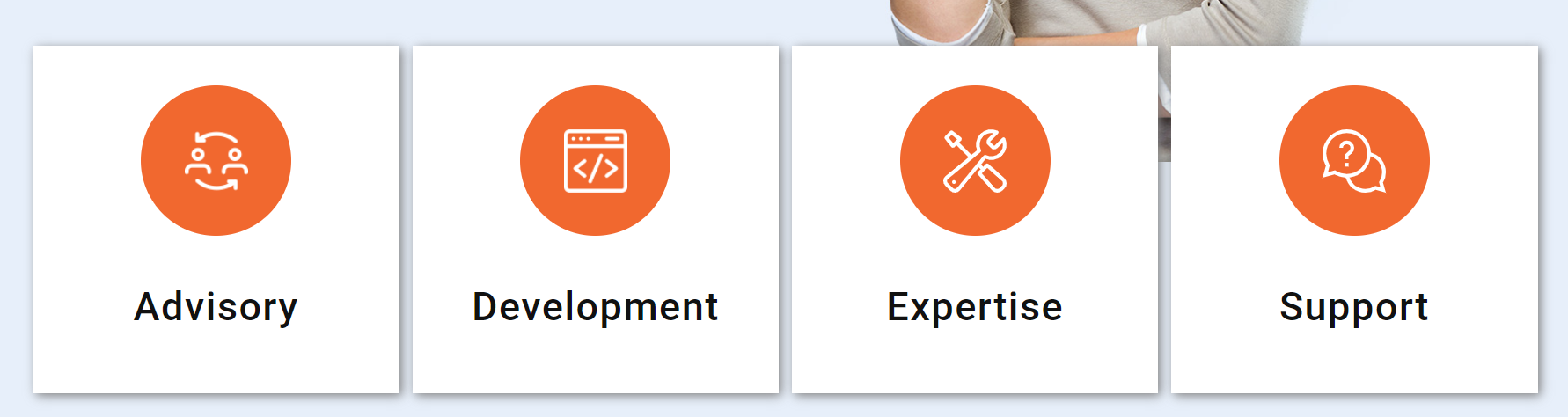
**New Age Markets in Electricity**

**[On top of the website, on the right side keep a placeholder named “Our application to CERC for obtaining registration and operating as an Over the Counter (OTC) Platform operator”]**

**B. Opening page:**

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* **Replace “we are experts @ New Age Electricity Markets” with “Digital solution for the new age markets in electricity”**
* **Replace the lady’s image**

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* **Replace “Advisory, Development, Expertise, Support” with “Technology platform” &”Sectoral expertise” Only 2 box instead of 4**

**C. About:**

**New Age Markets in Electricity Private Limited** is a company incorporated under the Companies Act, 2013 for establishing and operating an Over the Counter (OTC) Platform in accordance with the Power Market Regulations, 2021 issued by CERC under the Electricity Act, 2003 and other prescribed regulations or rules as may be framed by CERC. The objective of an OTC platform, as per Regulation 41 of Power Market Regulation 2021, shall be to provide an electronic platform with the information of potential buyer and seller of electricity along with maintaining a repository of data related to buyers and sellers and provide historical data to market participants. It is also expected that the OTC platform shall provide services such as advanced data analysis tools to market participants.

**D. Contact Us:**

A contact form could be put up with the following fields:

* First Name – *<mandatory field>*
* Last Name – *<mandatory field>*
* E-mail ID – *<mandatory field>*
* Phone number – *<mandatory field>*
* Organisation – *<optional field>*
* Designation – *<optional field>*
* Message – *<mandatory field>*

At the bottom of the Contact Us section add the following:

**Registered Office -** D. No. 248/36, Thousand Light, Anna Salai, Chennai, Tamil Nadu, India, 600006

**Corporate office -** 6th Floor, Statesman House, Barakhamba Road, Connaught Place, New Delhi-110001 *[could be altered in due course]*

Also, put up placeholders for the following:

LinkedIn, Facebook, Twitter *[could be altered in due course]*

**E. Advisory Committee:**

**1. Name: Shambhu Singh;**

**Experience in years: Over 30 years;**

**Expertise: Vast work experience in development of the Small Scale Sector in India, Climate Change negotiations in the UNFCCC, Education, Forest & Environment and infrastructure sectors, particularly Highways, Shipping and Power**

Profile in brief: *Mr. Shambhu Singh is a mission-oriented person with incisive analytical skills and tremendous experience in counter terrorism, rehabilitation and social development fields. He has single headedly steered one of the most enduring insurgencies/terrorism movements to an acceptable threshold thus facilitating its near resolution. He was Joint Secretary (NE) when Schedule VI amendments took place, particularly in the case of Assam and Meghalaya (GARO ACCORD) which he steered successfully. He has had work experience in development of the Small Scale Sector in India, Climate Change negotiations in the UNFCCC, Education, Forest & Environment and infrastructure sectors, particularly Highways, Shipping and Power. He is an Independent Director in C. E. Infosystems. One of the early birds in adopting ICT in the Government, he has been passionate about India’s domestic ICT Sector development.*

**2. Name: Sushil Kumar Soonee; Experience in years: Over 40 years; Expertise: Power System Operation, Planning, Commercial, Settlement, Restoration and entire gamut of Power Pooling and Governance**

Profile in brief: *Mr. Sushil Kumar Soonee is a mission-oriented person with incisive analytical skills and tremendous experience in Power System Operation, Planning, Commercial, Settlement, Restoration and entire gamut of Power Pooling and Governance. Mr. Soonee is former Advisor and Founder Chief Executive Officer of Power System Operation Corporation Ltd. Shri Soonee has first-hand four decades of experience of Power System Operation of various Regional Grids of India and has worked extensively towards Integration of Grids leading to the formation of the National Grid and now SAARC Grid. His area of Interest includes Electricity Markets, Open Access, Regulatory affairs besides expertise in Load Despatch Technology integration of Renewable Energy including REC Mechanism, Transmission Pricing and development of Ancillary Services.*

*Mr. S K Soonee is a Life Fellow of Institution of Engineers (India) , Fellow of IEEE, Distinguished Alumnus IIT Kharagpur, Distinguished Member CIGRE , Fellow INAE , Foreign Member NAE , USA . He has represented India on the CIGRE Study Committee C2 on Power System Operation and the CIGRE Study Committee C5 on Electricity Markets and Regulation.*

**3. Name:** **Pravir Vohra; Experience in years: Over 35 years; Expertise: Leader in the field of technology and specifically in its applications in banking and financial sector**

Profile in brief: *Mr. Pravir Vohra has served in various senior level positions in business as well as technology in several banks, both in India and abroad, including President & Group Chief Technology Officer at ICICI Bank till his retirement in 2012. Even after his superannuation, he has served on numerous technology & functional committees set up by organizations such as the Central Board of Direct Taxes, the Unique Identification Authority of India (UIAI) as well as the Reserve Bank of India and the Indian Banking Association.*

**4. Name: Amarinder Kumar Maggu; Experience in years: Over 35 years; Expertise: Development of the Power Trading Market including facilitating development of Power Projects both Conventional and Renewable Energy Projects**

Profile in brief: *In a career spanning over 35 Years, Mr. AK Maggu has been associated in the development of the Power Trading Market including facilitating development of Power Projects both Conventional and Renewable Energy Projects (Small Hydro in PTC Ltd. and Grid Connected Solar at NTPC Vidyut Vyapar Nigam Ltd.). He has also served in the Consultancy Wing of NTPC Ltd. and other functions in Contracts / Materials / Project Execution / Commercial among others. Post his superannuation from NTPC in 2016, he has been engaged as an Advisor to GMR Energy Limited, Azure Power India Limited, Emami Power Limited and other such organisations of repute.*

**F. Management Personnel:**

**1. Name: Kapil Dev; Experience in years: 24 years;**

**Expertise: Diversified experience in the power sector across the value chain from generation to trading**

Profile in brief*: Mr. Dev has a diversified experience of 24 years in power sector across the value chain from generation of trading. Mr. Dev has been exposed to multiple and varied perspectives while working in a public sector undertaking, a utility, a consulting firm, an IPP and a power exchange. Some of his remarkable achievements include developing a new product segment (Renewable Energy Certificates) at PXIL with about 70% market share in March 2011, advocating structural changes in market design which have been accepted by the regulator and policy makers, representing PXIL at CERC, SERCs, Ministry of Power, Parliamentary Committee meetings and industry forums, liaise with state utilities, regulatory commissions etc. for policy advocacy, among others. He is an accomplished executive with a proven track record to conceptualize, develop, organize, and execute strategies that support the business and financial objectives. He is a respected leader with an impeccable integrity and a trouble shooter, able to build on teams focused on business objectives.*

**2. Name: Vishesh Mehta; Experience in years: Over 15 years;**

**Expertise: Project planning and execution**

Profile in brief: *Mr. Vishesh Mehta worked across multiple business domains including Automobile, Automotive and Service & Solutions, Real Estate & Construction, Equity Markets, Industrial supply, Fly Ash among others.*

*He has garnered experience in project management at both strategic level (firming up the plans with CXOs) as well as at the tactical level (by getting projects executed in direct contact with blue collared workers). He possesses various technical skills such as understanding the requirement of a customer based on the RFQ received, calculating individual equipment capacity based on plant requirements and preparing flow charts/ documentation; and commercial skills such as exploring cost effective solutions with suppliers, suitable liaison with other departments and group companies for technical and commercial information, exposure to working with blue collar workers, engaged in negotiations with vendors and workers. Mr. Mehta also have extensive exposure to film, food, and solar industry.*

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