

## Newsflash



# ENA enters into an exclusive partnership with Jolta Battery, potentially worth \$35m



Pakistani startup Energy and Automation (Pvt.) Ltd. (ENA), a company of Jaffer Business Systems (Pvt.) Ltd. recently joined forces with Jolta Battery (Pvt.) Ltd., a sister company of Jolta Electric – Pakistan's First EV company, to provide solutions to the telecom & banking sector.

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An agreement to this effect took place between the two companies with a potential of \$35million in the most advanced Graphene-based Supercaps Energy Storage Solutions with an innovative power backup storage technology called “ENARGEZE SUPERPOWER” powered by Zoxcell.

Such an initiative will be great for the local power and energy storage industry as Pakistan has around 50,000 telecom towers across the country. It will also be a plus for the banking sector which is estimated to have more than 30,000 bank branches all over Pakistan.

Present at the signing ceremony were Mr. Muhammad Azim, Group Chairman Jolta, Mr. Usman Sheikh, CEO Jolta Electric, Mr. Rehan Aslam, Co-Founder & COO Jolta Battery, Mr. Veqar Ul Islam, CEO Jaffer Business Systems, Mr. Amir Salman, CEO & Mr. Faisal Murad Director, Energy & Automation (Pvt.) Ltd.

In 2021, the global demand for energy was projected to increase to 2.5 to four terawatt-hours annually in the next eight years. In Pakistan, however, the energy storage market and capacity is quite basic and fragmented. The country is beset by frequent power outages, unreliable transmission infrastructure, short life, and low-efficiency alternatives. So this [Enargeze Superpower] will be a real game-changer.