This interview transcript features an engaging discussion between Ezurja and Xtrawrkx about their journey in the electric vehicles sector. They share insights into the challenges, progress, and future of EVs in the industry.

Today, we are excited to introduce our two guests, Rohit and Aditya, Co- founders of EzUrja

Interviewer: Could you share your journey from handling multimillion-dollar projects globally to co-founding EzUrja? What motivated this transition?

Aditya: Our professional journey has been anything but linear. It's been a dynamic path through diverse industries, each step providing invaluable lessons and insights. From managing large-scale power transmission projects to spearheading solar initiatives and addressing solid waste management challenges, we've had the privilege of tackling some of the most pressing infrastructure needs in India and globally. These experiences exposed us to the critical intersection of energy, technology, and sustainability.

While working on these transformative projects, one thing became increasingly clear: the global energy landscape was on the brink of a paradigm shift. The growing demand for lithium-ion technology and scalable e-mobility infrastructure presented an enormous opportunity and a pressing necessity. Recognizing this emerging void, we co-founded EzUrja, a venture driven by the vision to lead the charge in energy storage and develop the backbone of e-mobility infrastructure.

Our mission is not just about building locally manufactured products but creating a sustainable ecosystem to support the transition to greener, cleaner energy solutions. At EzUrja, we aim to combine the best of our expertise across industries, leveraging innovation to make an impact where it's most needed.

The journey from traditional energy systems to cutting-edge e-mobility solutions has been both challenging and exhilarating. It's a testament to the power of adaptability and a forward-thinking mindset in shaping a more sustainable future.

Interviewer: Any additional points from your side, Rohit?

Rohit: The thing is that at the end of the day, all the co-founders come from various backgrounds, having handled multimillion-dollar projects. The experiences we've gained have shaped us and are now helping us build EzUrja.

Aditya: The journey has been from spreadsheets to on-ground work. And when we realized the scope of the energy transition, it was not about scaling up—it was about scaling down and scaling smarter. That is why e-mobility and energy management are not just buzzwords; they are the next frontier, that the energy industry need to comprehend and resolve.

What AI is doing on the digital front, e-mobility will do on the physical front in terms of transport and logistics. This is where we are energized—energized to solve the challenges that lie ahead. It allows us to dream more boldly.

Interviewer: EzUrja began in 2019, focusing on EV charging infrastructure, and has since expanded to offer comprehensive smart energy solutions. What were the drivers behind this shift? Did it impact your market positioning?

Aditya: Back in 2019, when we were just starting, EVs were just entering India, and we saw them as a gateway to a greener future. But as we plugged in, pun intended, and soon it became clear that sustainability needed a much broader approach.

We realized that the ecosystem needed more than just charging stations. It required a Swiss Army Knife kind of concept—amalgamating clean energy with an agile, interconnected devices. Energy storage, grid optimization, and smart solutions were not just add-ons; they were necessities.

The shift wasn't just a pivot; it was our way of staying ahead of the curve. Did it impact our market positioning? Absolutely. It temporarily took us a step back, but it was for a much bigger leap forward from being just another " EV guys" to energy visionaries. It was about thinking bigger, and that's what this shift represented.

Interviewer: EzUrja has established partnerships with entities like C4V and IPCL. How have these collaborations influenced your technological capabilities and market reach?

Rohit: One of our key partnerships is with C4V. The founder, Dr.Shailesh Upreti, has been instrumental in guiding us on what is happening globally in the energy and e-mobility space. This has given us a global perspective in shaping EzUrja's future.

Partnerships like IPCL and other players have shown us what we can achieve, not just through our own capabilities but by building on developer partnerships. IPCL, being one of the oldest discoms in India, brings technological capabilities that help us increase our market reach.

We've also had strategic alliances with EESL. We signed an MoU with them, which provided early-stage learning opportunities and options for innovative products. This has allowed us to ideate and develop mobile EV chargers that are locally manufactured for the global market accessibility to clean energy needs.

Interviewer: Your solutions incorporate AI, IoT, and blockchain technologies. Can you provide examples of how these technologies enhance the efficiency and reliability of your energy solutions?

Aditya: AI, IoT, and blockchain are frequently used catch phrases but our use of them is significant. AI predicts energy demand and optimizes usage, ensuring no one is left in the dark—quite literally. IoT connects devices, turning loads and grids into intelligent systems that communicate with each other to prioritize points of energy demands. Blockchain provides secure, transparent energy transactions—think of it as a trust fund for electrons.

Together, these technologies create a more seamless and efficient ecosystem. They allow us to scale smarter, with modular, plug-and-play systems that enhance both efficiency and reliability. The vision is to create energy systems that aren't just consumed but are smart, self-learning, and absolutely reliable.

Rohit: Just to add, for example, in our EV infrastructure, we use AI-powered algorithms to analyze user patterns, forecast peak demands, and optimize energy distribution. This minimizes energy wastage and ensures seamless operations for our fleet partners during high-demand periods.

Our energy management solutions help monitor battery health, extend lifecycle performance, and enhance system reliability. The idea is to develop full-stack solutions, not just for our use but for the industry at large, enabling our products to be used it as a service.

Interviewer: Many grid-independent systems in the past struggled with being too expensive or hard to scale. How is EzUrja making sure its solutions succeed where others fall short?

Aditya: We've learned from others' mistakes. Our approach involves designing systems that are simple, modular, and scalable. We focus heavily on local manufacturing to keep costs in check without compromising quality.

Our systems prioritize state-of-the-art technologies and components, ensuring maximum energy efficiency. By using smarter algorithms, like AI and IoT, our solutions adapt to growing needs and become more efficient with each use. The key is affordability and accessibility, not making solutions sound like rocket science.

Interviewer: So the highlight here is a simpler way of doing things.

Rohit: Exactly. The energy sector is traditionally cost-heavy. While cost-cutting is necessary, it must be achieved by optimizing solutions, not compromising on quality.

We focus on developing components locally with our partners to reduce reliance on imports. This approach optimizes costs and increases efficiency across the system. That's our bottom line.

Interviewer: Big companies in EV charging have made mistakes, like poor planning or overpromising. What has EzUrja learned from these examples to do things differently?

Rohit: We're not fresh college pass outs. Between the three co-founders, we have about 50-60 years of combined experience. This gives us the ability to anticipate challenges and plan projects properly.

We set clear goals, communicate transparently with stakeholders, and focus on under-promise and overdelivering.

Aditya: We're not in a race against competition or time. The race is against mindset adoption. You can only change mindsets by making reliable, easy-to-use products. That's what shapes all our decisions and project executions.

Interviewer: What advice would you give to entrepreneurs looking to enter the renewable energy or technology sectors?

Aditya: Embrace the chaos. It's a fast-paced, ever-evolving sector. This industry is defining the future for generations to come. Stay curious, keep reading, and focus on impact over profits. Most importantly, collaborate with passionate people and always have a backup plan.

Rohit: Focus on excellence. Provide excellent service, be transparent, and prioritize sustainable growth. Build block by block, and don't chase short-term growth by burning capital unnecessarily.

Take a step back, assess decisions carefully, and adapt. Technology is changing rapidly—keep learning and offering solutions that align with your team's capabilities and the industry's needs.