



Press Release

From Awareness to Action: Avaada Group Flags Off 'Avaada Bharat Uday Yatra' to Drive India's Clean Energy Movement

- A nationwide clean energy awareness initiative to educate and engage millions of Indians
- Powered by 2 custom-designed vehicles – set to travel across 27 cities over 35 days

Noida, May 11, 2026: Sensing urgency for adoption of green energy amid rising geopolitical uncertainty and ongoing disruptions in global fossil fuel supply chains, **Avaada Group**, one of India's leading integrated green energy conglomerates, flagged off its ambitious renewable energy awareness initiative, '**Bharat Uday Yatra**', aimed at building grassroots level awareness around green energy.

As part of the initiative, **two custom-designed vans** will travel across **9 states and 27 cities over 35 days**, creating immersive, on-ground engagements with citizens, institutions, and communities. Through the initiative, the renewable energy company aims to touch **millions of Indians**, driving awareness around clean energy (solar, wind and water) adoption, energy efficiency, and sustainable living, while addressing common misconceptions around renewable energy.

Envisioned as a nationwide movement, 'Avaada Bharat Uday Yatra' goes beyond a conventional outreach campaign to take the message of sustainability from cities to citizens, aligning with the vision of **Hon'ble Prime Minister Shri Narendra Modi** to build a cleaner and more self-reliant India, while contributing to the national target of **500 GW of non-fossil fuel capacity by 2030**.

The 'Avaada Bharat Uday Yatra' was flagged off from the company's corporate office in Noida Sector 62 amid a large and spirited gathering, as crowds assembled to witness and celebrate the momentous occasion. The event was presided over by senior leadership including Mr. Kishor Nair, Chief Executive Officer, Avaada Energy; Mr. Vinoo George, President - Manufacturing, Avaada Electro; and Mr. Prashant Choubey, President & Head - Green Hydrogen/Ammonia Business & New Initiatives, Avaada Group, who collectively flagged off the Yatra amid much fervour and encouragement from those present.

Commenting on the launch of the Yatra, **Mr Vineet Mittal, Chairman, Avaada Group**, said, "The time is now to accelerate adoption to the green energy in India. At a time when geopolitical uncertainties and disruptions in global fossil fuel supply chains



continue to impact energy markets, India's transition to clean energy is not just an environmental priority but a strategic imperative for energy security and self-reliance. India stands at a defining moment in this journey, and the next phase must be driven by citizen participation. Through Avaada Bharat Uday Yatra, we aim to make clean energy more accessible, relatable, and actionable—transforming awareness into a nationwide movement.”

The Yatra will traverse key urban and semi-urban centres across northern, central, western, and eastern India before culminating in Delhi. During its journey across nine states including Uttar Pradesh, Bihar, Odisha, Madhya Pradesh, Maharashtra, Gujarat, Rajasthan, Jharkhand and Delhi, the interactive vans will engage with communities, local leaders, and changemakers.

As a part of the initiative, street play (*Nukkad Natak*) will be organised to bring renewable energy concepts to life. This apart, there will be several myth-busting activities to help dispel common misconceptions. Citizens will also be encouraged to take Digital Green Pledge to become a part of the national movement and drive sustainability revolution.

By combining **on-ground engagement with digital outreach**, the initiative reinforces Avaada Group's commitment to accelerating India's clean energy transition—not just through capacity creation, but by enabling widespread behavioural change and citizen participation.

About Avaada Group

Avaada Group is a diversified clean energy conglomerate driving the energy transition across Renewable Power Generation, Solar PV Manufacturing, Green Hydrogen and Derivatives, Battery Storage, Pumped Hydro Projects, and Green Data Centres. With innovation and sustainability at its core, Avaada is powering the industries of tomorrow with solutions that are Always Clean, Always On.

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