

## THE MINT METRIC

by Bibek Debroy

*How does Aadhaar fare  
After the public Twitter dare?  
Whence the data, whence the leak?  
How did a geek make a number speak?  
The episode reeks of mal de mer.*

## FULLY LOCAL



### CLEANMAX SOLAR

**KULDEEP JAIN** Founder & MD, CleanMax Solar

**POINT OF INTEREST:** Headquartered in Mumbai, CleanMax Solar's mission is to be sustainability partners to private users. It's a provider of rooftop solar solutions with claims of 25% market share and open access solar power with more than 250 projects for over 100 companies. It has 165 employees across six offices in India and abroad.

**MUMBAI BEGINNINGS:** I have always been a Mumbaikar and frequently state that this is the only Indian city I would work in. We started with a modest 225 sq.ft office in 2011 in Prabhadevi. We moved to the diamond district near Opera House in 2014, when rentals decreased there, and more recently to a larger office in Churchgate.

#### HOW HAS THE CITY HELPED IN THEIR BUSINESS?

Our investors, lenders and largest clients are often Mumbai based. The undaunted spirit and never-give-up attitude of Mumbaikars runs in the DNA of the company.

#### WHAT IS QUINTESENTIALLY MUMBAI-ISH ABOUT THE COMPANY?

The youthfulness of the city sees a reflection at CleanMax. More than 60% of the employees are below age 30. The work ethics, nimble footedness, cosmopolitan nature and the spirit of getting things done even under severe weather conditions is something that we pride ourselves at.

**FUTURE PROJECTION:** We continue to grow as a company and the aim is to help 200 corporates reach their sustainability goal by 2018-19. We are also looking at expansion in international markets in the Middle East.

As told to Kavya Kothiyal

The fast paced life of the city is complimented by our ability to learn quickly and turn around tasks no matter which geography we are in

**KULDEEP JAIN**  
Founder & MD, CleanMax Solar



## TITBITS FROM TWITTER

A room just for the neighbourhood dogs at the newly refurbished Bombay House, Tata's global headquarters in Mumbai.

What a lovely gesture  
@TataCompanies!

**Joy Bhattacharjya**  
@joybhattacharj



#VISAMYTH: Special visa invites are sent from the US Consulate or Consul General. FACT: Many visa scams exist, beware.

**US Consulate  
Mumbai**  
@USAndMumbai