

SOLAR MAN OF KASHMIR

MUSTAFA ALI'S INSPIRING JOURNEY FROM ZERO TO ₹25 CRORES WITH KREPL SOLAR

Anjali Sharma | The CEO Magazine

FROM LANTERNS TO CRORES

In the valleys of Kashmir, where winters are harsh and power cuts frequent, one man dared to dream of a brighter tomorrow. That man is **Mustafa Ali**, now known across the Union Territory as the “*Solar Man of Kashmir*.”

Today, Mustafa leads **Kashmir Renewable Energy Private Limited (KREPL Solar)**, an ISO-certified EPC and system integrator with a turnover of **₹25 Crores**. But the journey began with nothing — only **₹50,000 borrowed in 2012** and a belief that solar power could transform lives.

“I began with zero, but I carried a vision — to light homes, empower families, and prove that renewable energy is not just technology, but transformation,” Mustafa recalls.

THE FIRST STEP – A LANTERN IN THE DARK

In 2012, Mustafa bought his first set of solar lanterns and sold them in villages where nights meant silence and darkness. For others, they were just small lights; for him, they were **symbols of hope and dignity**.

That spark grew into **KREPL Solar** — a company that now powers homes, institutions, and cities across J&K.

KREPL SOLAR – LIGHTING UP THE FUTURE

Founded in **2010**, KREPL has become a trailblazer in the region’s renewable energy revolution, with **5,000+ installations** and a strong presence in **all districts of J&K**.

What KREPL Offers

- Rooftop grid-tied & hybrid solar systems
- Solar street lighting & off-grid solutions
- Solar water pumping under *PM-KUSUM*
- Large-scale grid-connected solar plants

Regional Strength

Headquartered in **Srinagar**, KREPL’s 30+ engineers, technicians, and project managers ensure quality, safety, and timely delivery — even in the most remote terrains.



MUSTAFA ALI

CEO & MD - KASHMIR RENEWABLE ENERGY PRIVATE LIMITED

Key Milestones

- 10 MW + rooftop solar under *PM Surya Ghar Muft Bijli Yojana*, benefiting 2,000+ households
- 70 MW solarization of government buildings — hospitals, schools, and administrative complexes
- Jammu & Srinagar Smart City projects
- No. 1 Achiever in MNRE/JAKEDA’s 20 MW rooftop programme

Clients include **J&K Bank, Bharat Petroleum, DPS Srinagar, J&K Police**, and many more. KREPL is also a **channel partner of Tata Power Solar and Microtek Solar**, boosting its technology and delivery capabilities.

NATIONAL RECOGNITION

Mustafa Ali’s leadership has earned him the spotlight at the national level:

- **MSME Ratna Award 2025**
Recognised in New Delhi for discipline and leadership in renewable energy
- **Best MSME in Energy Sector 2024**
Honouring KREPL Solar as a model enterprise
- **Pride of Bharat Award 2024**
For promoting clean energy and empowering communities

“These awards are not mine alone,” Mustafa says. “They belong to my family and my team, who made the impossible possible.”

FAMILY – THE FOUNDATION OF SUCCESS

- **Father – The Mentor and Moral Compass:**
A man of honesty and discipline, Mustafa’s father shaped his character and values. When Mustafa borrowed ₹50,000 to begin, it was his father’s belief that gave him confidence. His teachings on truth, resilience, and service remain the foundation of KREPL Solar.
- **Mother – The Silent Strength**
Her prayers and unconditional love became Mustafa’s shield in the toughest times, giving him courage to pursue his dream.
- **Wife – The Anchor of Stability**
Patient, supportive, and selfless, she created stability at home, allowing Mustafa to focus on building his vision.
- **Son – The Inspiration**
Every milestone is a promise to his son and his generation — for a sustainable, self-reliant future.

THE TEAM – A SECOND FAMILY

If family was the foundation, the **KREPL Solar team** became the **engine of growth**.

From harsh terrains to remote villages, they have worked with professionalism, discipline, and a consumer-first approach. Together, they turned Mustafa’s vision into a people’s movement for clean energy.

MISSION ₹100 CRORE BY 2030 – GHAR GHAR SOLAR, GHAR GHAR BIJLI

Looking ahead, Mustafa Ali envisions **KREPL Solar as a ₹100 Crore enterprise by 2030**. But for him, it is not just a financial milestone — it is about lighting up every home, farm, and institution with the power of the sun.

The Roadmap

- Expand solar access to **all districts of J&K** and into **Northern India**
- Scale rooftop, institutional, and agri-solar projects with hybrid & AI-driven solutions
- Empower farmers with solar irrigation, cold storage, and greenhouse projects
- Promote education and skill development in renewable energy
- Drive a true people’s movement — *Ghar Ghar Solar, Ghar Ghar Bijli*

LEADERSHIP MANTRA

“If there’s one thing I’ve learned, it’s that consistency and integrity go a long way. Stay committed to innovation, maintain ethics in business, build meaningful relationships, and keep investing in knowledge and people.” – *Mustafa Ali*

From lanterns in forgotten villages to megawatts in smart cities, Mustafa Ali’s story is a testament to **faith, family, and teamwork**. His journey from **zero to ₹25 Crores** is not just a business success — it is the story of a Kashmiri entrepreneur who turned vision into a movement, lighting the way for a sustainable future. ■



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