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**PERSONAL FINANCE
TRENDS AMONG
MILLENNIALS AND
GEN Z**

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BRAND
OF THE YEAR |
2025

V. K. TRIVEDI
FOUNDER & MD
NEXUS

Nexus Energy & Telecom

*From Telecom Expertise to Leading India's
Green Energy and Mobility Revolution*

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NEXUS

ENERGY & TELECOM

*From Telecom Expertise to
Leading India's Green Energy
and Mobility Revolution*

Shweta Singh | The CEO Magazine

The transition to cleaner energy in India is no longer a question of “if”; it is a question of “how”. Government policies, rising consumer awareness, and technological advancements have created unprecedented opportunities for solar power and electric vehicle infrastructure. Yet, behind this surge in demand lies an overlooked truth: customers are making high-value decisions with low-level awareness. In a sector driven by speed and expansion, the greatest need today is clarity, guidance, and reliability.

V. K. TRIVEDIFounder & MD
Nexus

It was this very gap that Mr. V. K. Trivedi set out to bridge. Nexus Telecom was founded on the principle of delivering reliable, high-quality solutions that customers can trust. Today, the company is recognised for combining technical expertise with a commitment to long-term value, making it a respected name in both telecom and renewable energy.

V. K. TRIVEDI: A JOURNEY OF TRUST AND QUALITY

For V. K. Trivedi, Founder and Managing Director of Nexus, one guiding principle has always directed his work: “Customer first.” It is a philosophy that has driven every decision he makes and shaped the trajectory of his entrepreneurial journey.

His business career began in the telecom sector, where he quickly recognised a recurring challenge: customers often make critical investment decisions without full understanding, leading to wasted time, resources, and trust. This insight became the foundation of his entrepreneurial journey. Whether it was building telecom infrastructure or entering new domains, the priority was always to create awareness among customers before selling solutions.

When Nexus diversified into the renewable energy sector, Mr. Trivedi understood that solar infrastructure, like telecom, is a long-term investment where quality must outweigh cost considerations. Customers often do not know how to make the right decisions and bridging this gap has been the company’s defining mission.

Similarly, when entering the public EV charging domain under the brand ITIHARIT®, Mr. Trivedi saw an industry focused on creating a widespread footprint, with little attention to ensuring that chargers remained operational. Determined to do things differently, he emphasised reliability and seamless functionality, even when it meant slower growth, ensuring that technology serves its purpose every single time it is deployed.

Mr. Trivedi’s professional journey, from telecom to renewable energy and EV infrastructure, has continually reinforced his belief that trust, customer awareness, and quality are the pillars of long-term success.

NEXUS AT A GLANCE

Founded in 2017, Nexus began its journey in the telecom infrastructure domain, earning a reputation for precision, reliability, and execution excellence. From RF jumper manufacturing and FTTH deployments to IBS projects, the company built its foundation on technical competence and operational integrity.

In the renewable energy space, Nexus focuses on commercial turnkey solar projects, offering reputed brands of panels and inverters, along with innovations such as a robotic solar panel dry-cleaning system that maximises efficiency while conserving water. In the EV domain, its brand ITIHARIT® delivers a range of AC and DC chargers equipped with smart features, modular designs, and cloud-backed monitoring, addressing the critical need for dependable, long-lasting infrastructure.

Nexus operates in industries where quality often gets compromised for cost and where trust is a rare commodity. The company’s approach emphasises end-to-end solutions, single-point accountability, and measurable value, positioning it as a brand that clients can rely on for performance, safety, and long-term returns.

COMPREHENSIVE ENERGY SOLUTIONS

Nexus has built a strong presence across solar energy and electric vehicle charging infrastructure. Its approach is building complete solutions backed by in-house innovation, modular engineering, and reliable performance. Each product is chosen for efficiency, scalability, and long-term asset protection across commercial and public applications. In the solar segment, Nexus provides commercial turnkey projects, including a full range of essential accessories such as solar connectors, cables, ACDB (AC Distribution Box), and DCDB (DC Distribution Box). This ensures seamless deployment and eliminates the need for multiple vendors.

In the EV charging domain, the company operates under its proprietary brand ITIHARIT®, offering a full range of AC and DC chargers built on modular technology with smart digital features and scalable deployment models. These solutions support residential complexes, commercial hubs, public charging stations, and fleet operations, marking Nexus as a progressive partner in India’s clean mobility transition.

ROBOTIC SOLAR PANEL DRY CLEANING SYSTEM: NEXUS FLAGSHIP INNOVATION

Solar assets come with a high installation cost but maintaining them to deliver maximum efficiency is often the biggest challenge. Module cleaning forms a major part of O&M costs, and even after spending money, human errors and water-related damage cannot be ignored. In many regions, the use of water for cleaning panels goes against the very purpose of moving towards greener energy.

To solve this challenge, Nexus has introduced the Robotic Solar Panel Dry Cleaning System, a solution that reduces O&M expenses, eliminates water usage, and enhances solar generation by a minimum of 15%. It ensures daily cleaning



without manual intervention, preventing dust accumulation and helping panels perform at their maximum capacity consistently.

This system is not an expense; it turns into an investment by improving output, reducing maintenance cost, and protecting the solar asset over the years.

WHY IT MATTERS

- » Saves up to 1 million litres of water per MW annually, which can meet the needs of thousands of people.
- » Prevents damage caused by high TDS water or human error.
- » Supports sustainable maintenance without compromising generation efficiency.
- » Works seamlessly with existing solar structures; no additional framework is required.

KEY ADVANTAGES

Enhanced Cleaning

Uses advanced dry-cleaning techniques that remove dust and debris safely, without affecting the module performance. Daily use prevents dust buildup, which is the main reason for reduced generation.

Cloud-Based Monitoring

Equipped with smart sensing, self-charging, and cloud-enabled monitoring systems. The machine can be monitored and operated remotely through integrated software.

Easy Installation & Maintenance

Designed for solar plants in outskirts and open areas. Repairs can be done remotely by semi-skilled labour, keeping downtime low.

Rugged & Reliable Design

Built to withstand harsh weather conditions. High durability, long life, and robust performance make it suitable for long-term use.

Technical Highlights

- » Automatic / Cloud-Based Monitoring (LoRa/GSM connectivity & SCADA integration)
- » Self-Charging – Integrated solar panel, no external charging required
- » Visual Indications & Fault Detection – Instant alerts on display
- » Smart Sensing – Stops movement if an obstacle is detected
- » Simple modular design – Easy maintenance and higher uptime
- » Patented gear system for efficient energy use with single motor operation
- » LFP battery technology with configurable battery pack
- » Soft polyurethane-coated wheels with UV protection
- » ECU with IP65 protection and smart analytics
- » Ultra-soft helical nylon bristles that are gentle on glass and strong on cleaning

The Robotic Solar Panel Dry Cleaning System is engineered to keep solar assets safe while ensuring they work at full potential, every single day. It reflects Nexus’ approach: practical innovation built for real challenges, designed to deliver real results.

ITI HARIT® – EV CHARGING SOLUTIONS

Under its proprietary brand ITI HARIT®, Nexus delivers a full ecosystem of EV charging technologies suited for residential communities, commercial parking spaces, public charging stations, and fleet operations. The systems are based on modular in-house design, allowing easy maintenance and scalability as adoption of electric vehicles accelerates across the country.

AC CHARGERS – SINGLE & DUAL GUN (7.4KW / 11KW)

These chargers are purpose-built for residential complexes, corporate parking areas, mixed-use developments, and small fleet operations. Available in both single- and dual-gun configurations, they enable simultaneous charging of two vehicles, a crucial advantage for high-traffic zones and commercial parking areas. The system is built for convenience, reduced waiting time, and seamless integration with different types of vehicles and charging environments.

The interface is smart and easy to operate, offering Wi-Fi/Bluetooth app control, touchscreen access, OCPP 1.6J compatibility, and an integrated payment gateway for commercial applications.

“No matter what you drive or where you’re going, ITI HARIT® dual-port charging stations are designed to power the journey.” - Mr. Trivedi

DC CHARGERS – DUAL GUN 60 KW (30 KW×2)

For fast-charging requirements, Nexus provides high-capacity DC chargers that significantly reduce charging time. These systems are suited for public charging plazas, industrial & commercial parking lots, energy storage charging facilities, urban centralised charging stations, and service vehicle charging stations like logistics, public transport, and sanitation fleets. These systems are designed for a wide range of EVs and include user-friendly machine operation, app-based charging, LCD interface control, metering, billing, secure payment options, and remote connectivity.

The build is water-resistant (IP55), fire-resistant and dustproof, supported by safety layers like over-voltage and under-voltage protection, overheating and overload prevention, earthing leakage detection, lightning protection, and auto-repair functionality. With Type-B control and an IP54 rating, these chargers offer strong durability and easy maintenance through modular design. Each unit adheres to CCS2 compliance, ensuring compatibility with industry standards.

To support diverse investment strategies, Nexus deploys its charging solutions through both CAPEX and OPEX models, making it feasible for businesses to either own the infrastructure or adopt a service-based operational model. These features transform ITI HARIT® from a product line into a complete EV charging ecosystem, built to evolve with India’s rapidly growing clean mobility landscape.

TRUSTED BY LEADING ORGANISATIONS

Nexus has partnered with a diverse range of clients across industries, delivering reliable solutions and building long-term trust. Some of the company’s valued projects of IBS include:

Dr. Reddy’s Lab, Goa Airport, IISER Pune, Amazon Hyderabad, Jyothi Pinnacle Hyderabad, IBS Infrastructure, DLF Mall Noida, Lucknow Airport, Assotech Noida, Bhopal Airport, Hotel Park Plaza Ghaziabad, Allahabad Airport, CMRI Kolkata, Candor Gurugram & Noida, Bandhan Bank Kolkata, AIPL Gurugram, Capgemini Bengaluru, Sohini Techpark Hyderabad, State Bank of India Kolkata, Vidhan Sabha, and Karnataka Assembly.

WHY CHOOSE NEXUS

What sets Nexus apart is its ability to understand customer needs at a level where even the client may not fully recognise the potential of the solution. The company always goes one step further by offering complete solutions with value additions that clients often do not even expect. A major strength lies in transparency. Customers are given



fair and real price comparisons across brands, allowing them to choose panels confidently. The company also manufactures its own accessories, connectors, and ACDB and DCDB boxes, resulting in higher reliability and better cost efficiency.

Another key advantage is single-point contact for warranty, covering all major components of the system. For installations of 50 kW and above, the robotic solar panel dry cleaner is provided free of cost as part of the complete package. To make adoption easier, Nexus also offers financing options through banking partners. Most importantly, Nexus provides solutions based on actual need, not inflated BOMs or exaggerated costs. Every project follows strict quality protocols to ensure stable, durable, and long-lasting infrastructure. This practical, value-driven approach forms the true competitive edge of Nexus Solar Solutions.

NAVIGATING CHALLENGES

India is a highly price-sensitive market. There is always competition on price, and often companies cut corners to maintain profitability. This compromises delivery and leads to a trust deficit, something Nexus has encountered across every domain it has operated in.

“Our approach has always been clear: either accept lower profits or refuse orders, but never compromise on quality,” says Mr. Trivedi. This principle has guided the team

through challenges, ensuring that every project delivers what it promises, builds trust with customers, and reinforces the company’s reputation for reliability.

GUIDING PHILOSOPHY

Nexus has always believed that customer awareness must come before any solution. Whether in telecom, renewable energy, or EV infrastructure, the company follows one consistent mission: create customer awareness first. With a vision to become a respected name even at the cost of sacrificing short-term topline, Nexus places trust and credibility above rapid expansion.

What truly defines Nexus is its commitment to four core values that shape its culture and approach:

Passion: Every team member works with the zeal to deliver their best, building a culture of innovation and superior customer satisfaction.

Innovation: In a fast-evolving scientific era, Nexus adapts quickly and embraces change as an opportunity.

Commitment: The company delivers what it promises to customers, suppliers, stakeholders, employees, and society at large.

Speed: Ideas, initiatives and innovations matter only when executed on time. Nexus responds proactively to changing customer needs with a strong sense of urgency.

Through this blend of awareness-driven solutions, innovation, responsibility, and speed, Nexus positions itself as a trusted partner for long-term success.

WHAT’S NEXT FOR NEXUS

Nexus envisions becoming a respected name in renewable energy, just as it has in the telecom sector. The key difference this time is the focus on B2C markets, expanding the company’s reach while maintaining the same principles of quality, reliability, and customer trust.

Looking ahead, Nexus plans to strengthen its core offerings with bigger end-to-end commercial solar projects. In the EV charging space, the company will continue to provide AC and high-capacity DC chargers (60 kW and 120 kW), with flexible deployment models through both OPEX and CAPEX, allowing clients to choose between ownership or service-based solutions.

“We aim to deliver long-term value, build efficient infrastructure, and provide scalable solutions that position Nexus as a leading player in India’s clean energy and mobility transition,” concludes Mr. Trivedi.