

Mayur Hiwarkar
M/s Urja Saur Electronics



Mayur Hiwarkar, an Electronics and Telecommunication Engineering graduate from Government College of Engineering, Aurangabad, is the founder of *M/s Urja Saur Electronics*, a manufacturing enterprise specializing in solar lighting equipment. Coming from a family where his father served as an Executive Engineer in the Water Supply Department, Mayur was inspired to address energy challenges in rural areas through innovative solar solutions. Despite

facing hurdles such as lack of encouragement from relatives, poor banking support, resistance to quality products, and competition from cheap Chinese alternatives, he persisted in developing durable and efficient solar lighting systems. Although his initial product lacked visual appeal due to a suboptimal mould design, it was highly functional and came with a one-year warranty—something unavailable in most low-cost imports. Starting as a lean startup, *Urja Saur Electronics* focused on delivering low-cost solar bulbs directly to households in remote villages. His flagship product, *Sunpower*, priced affordably at ₹550, quickly became popular among rural users due to its lightweight, user-friendly design, and dependable performance. Over time, the company expanded to manufacture a complete range of solar products and also undertook customized installations for residential and commercial setups. Today, with a turnover of ₹60 lakhs and a team of 5 direct and 25 indirect employees, Mayur's venture continues to grow with mentorship from Mr. Kaustubh Paturkar and financial support via an ₹8 lakh term loan facilitated by Bajaj Auto. Committed to social impact, *Urja Saur Electronics* recently signed an MoU with Bank of Baroda to install solar water heaters in Hedgewar School for students affected by parental suicide, ensuring 24/7 hot water access year-round. The company remains dedicated to empowering rural and tribal communities with sustainable solar technology.

Name of the Entrepreneur:	Mayur Hiwarkar
Business Name:	M/s Urja Saur Electronics
Nature of the Business:	Manufacturing of solar light equipment
Type of Business:	Manufacturing
Amount of loan(s),	RS.08 Lakhs (Term Loan)
Donor:	Bajaj Auto
Turnover:	Rs. 60 Lakhs
No. Of Employment:	05
Mentor:	Mr. Kaustubh Paturkar
Mentor Occupation:	



Urja Saur Electronics

- **Solar Rooftop Systems (3kW to 100kW):** in partnership with Goldi Solar and using GoodWe inverters, these grid-connected systems provide clean power and reduce electricity bills.
- **Solar Street Lights:** LED-based standalone lighting (9W to 100W) ideal for streets, parking lots, highways and rural areas. Features include automatic dusk-to-dawn operation, battery backup, easy installation and ISI-certified components.
- **Solar Water Heaters:** Evacuated-tube solar hot water systems available in capacities from 100 to 1000 LPD, with 5–15 year warranty. They require no electricity and are built for long-lasting, low-maintenance performance.
- urjasaurelectronics.com