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**Soorty and Reon Energy Announce Megawatt Scale Solar Power Project and Reflex Energy Storage**

(NEW YORK, NY – May 2022) -- Soorty, Pakistan’s largest vertically integrated denim company, has partnered with Reon Energy Limited on a 6.26 MW captive Solar Power Project and 750 kW/369 kWh Reflex Energy Storage (solar hybrid controller). The project is dispersed across locations in Nooriabad and Landhi. This project will make Soorty the second facility in Pakistan to hold an energy storage solution.

Reflex energy storage was launched in October 2021 in Pakistan. Since then, various industries such as Soorty have taken to install storage to maximize their renewable energy penetration. The Reflex energy storage will maximize Soorty’s solar power project size by 71.2%, bring reliability to their energy mix and reduce powerhouse operational challenges by absorbing load and solar variations. The solution will be installed in a 40-feet container at one of their denim plants in Deh Landhi.

For years, Soorty has been investing in disruptive technologies, developing environmentally and socially conscious denim production systems which help reduce the use of water, chemicals, and energy. With a strong focus on planet protection, human value, and commitment to its worker's health and safety, using data-driven transparency as their guide, Soorty operates with the motto DENIM AS A POWER OF GOOD. As one of the largest vertical denim manufacturers in the world, Soorty knows that production at scale comes with an impact - one that has the power to change things. They are dedicated to making their impact on the environment and societies, a positive one, by using less of what is limited while making more and better use of it.

The 6.26 MW Solar PV project is expected to produce approximately 9,198 MWh (Megawatt hours) annually. The output energy will be used on-site resulting in substantial savings for the company.

The energy generated will cut around 5656 Tonnes of CO2 equivalent emissions over the life of the project, which is equal to plantation of approximately 229,950 trees.

Soorty has also partnered with NASDA Green Energy limited to venture into wind power. Housed at Sindh, Pakistan the Windfarm will produce 50 Megawatts of safe, renewable energy for national grid.

Soorty defines themselves as engineers at heart with a need to be restorative by design; dedicated to become the world’s most responsible denim producer at scale.

**About Soorty**

Soorty is a family of engineers and designers who are passionate about creating denim that makes people look and feel good by imbuing its core values of innovation, design, and sustainability. Believing that sustainable denim needs to be manufactured at scale, Soorty is using its comprehensive vertically integrated infrastructure spanning Pakistan, Turkey, and Bangladesh to do just that. The company offers LEED certified production in cost-leading countries Pakistan and Bangladesh, a co-creation development facility in the hub of denim innovation Turkey, and design centers in the denim fashion hubs of the world - New York and Amsterdam. It has developed a strong foothold in European and US markets, producing for high street as well as premium brands in these regions.

Soorty is the only company to have LEED Platinum and Cradle2Cradle Gold certification across both its denim fabric mill and garment factory, a testament to its commitment to the circular economy and mass sustainable production.

Soorty uses its extensive factory floors as spaces for social change. Under its Prism Project, it has hired hearing impaired individuals in high-noise areas in its laundry, flipping disabilities into strengths. Its SEWS program uses a traveling street theater to sensitize male members of under-privileged households to the benefits of female employment, to bring a paradigm shift in women labor force participation in Pakistan.

Soorty Organic Cotton Initiative, SOCI, is Soorty’s recent venture into organic cotton farming.  Covering 1000 farmers, SOCI will not only build capacity for organic cotton, but also enhance livelihoods through financial inclusion, women vocational training and access to clean water.

NASDA Green Energy limited is Soorty Group’s venture into wind power. Starting September 2021, this will produce 50 MW of renewable energy for evacuation through the national grid to unelectrified rural neighborhoods.

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**About Reon Energy Limited**

Reon, a part of the Dawood Group, is Pakistan’s leading Solar and Storage Solutions Specialist with deep domain expertise in project development, financial advisory, Engineering, Procurement, and Construction (EPC), and asset performance management. Our portfolio includes industrial solutions for cement, oil and gas, coal mining, textile, dairy, and telecommunications.

Reon is committed to a sustainable energy future to enable economic growth and greater wellbeing.