

*For Immediate Release*

## **Vortex Engineering leads India's first large-scale rollout of Solar ATMs**

**...Wins order from State Bank of India for 545 ATMs**

**Chennai, March 11, 2010: Vortex Engineering**, a pioneer and leading provider of Rural ATMs (Automated Teller Machines), today announced India's first large-scale rollout of Solar ATMs. This rollout follows the winning of an order from the State Bank of India for a deployment of 545 ATMs across semi-urban and rural India. Of these 545 ATMs, over 300 will be solar-powered.

**Vortex's Solar-powered Gramateller Duo ATMs** have been developed in collaboration with **IIT Madras**. Built on years of R&D, with a steady focus on rural needs, these are innovative low power consuming ATMs tailor-made for semi-urban and rural areas.

A conventional ATM consumes about 1000 W of power and requires an air-conditioned environment—another 1500 W—for functioning. Thus, a conventional ATM consumes about 1800 units of power every month.

Vortex's Solar-powered Gramateller Duo ATMs consume less than 100 W of power and do not require air conditioning, thus consuming less than 72 units per month. This indicates a saving of 1728 units per month and at least Rs 1,20,000 per year (at a conservative commercial rate of Rs 6 per unit) when compared to a conventional ATM installation. Compared to conventional ATM installations, Vortex's solar-powered Gramateller Duo ATMs reduce CO<sub>2</sub> emissions by at least 18,500 kg per year.

**Commenting on the rollout, Mr. V Vijay Babu, CEO, Vortex Engineering**, said, "Vortex was founded with the focus of improving the quality of rural life by building technology for practical use. This commercial launch of solar-powered ATMs is a moment of great pride and gratification for the Vortex team. With an **ATM penetration of about 0.04 per 1000 people in India**, there is a huge need for Rural ATMs. With this solar innovation becoming a viable option, Vortex looks forward to revolutionising the Rural ATM market. The company is extremely thankful to IIT Madras and State Bank of India."

<b><i>The Solar Revolution: Vortex Gramateller Duo</i></b>	
<b>Power consumption</b>	Reduced by 1728 units per month (up to 96% saving)
<b>CO<sub>2</sub> emission</b>	Reduced by 18,500 kg per year
<b>Air-conditioning</b>	Not required
<b><i>Optimum for semi-urban and rural areas</i></b>	

Vortex's Solar-powered Gramateller Duo ATM is the latest product in the company's well-known Gramateller Rural ATM series. With built-in **Biometric capabilities**, Gramateller ATMs have been used by the Government to disburse wages under the MGNREGA (Mahatma Gandhi National Rural Employment Guarantee Act) programme.

**Vortex Engineering Pvt. Ltd.**

14, Palayakaran Street, Ekkaduthangal, Chennai 600 097, INDIA  
 Phone: +91 44 42647200, Fax: +91 44 22254732  
 Email: info@vortexindia.co.in  
 www.vortexindia.co.in



Helping banks reach out

---

## About Vortex Engineering

Headquartered in Chennai, Vortex Engineering Pvt Ltd is a pioneer and leading provider of innovative low power consuming ATMs tailor-made for semi-urban and rural areas. Built on years of R&D in collaboration with IIT Madras, and with a steady focus on rural needs, Vortex is now changing the face of banking with its Gramateller ATMs.

Vortex is led by entrepreneurs and IIT alumni, **L Kannan** (Founder and CTO) and **V Vijay Babu** (CEO). Vortex benefits from the presence of luminaries like **Ray Stata** (Founder & Chairman, Analog Devices), **Jean-Philippe de Schrevel** (Chairman, Oasis Fund), **Arun Diaz** (Management Consultant; formerly Head, Programme and Change Management, Standard Chartered Bank), et al on its board.

Please visit [www.vortexindia.co.in](http://www.vortexindia.co.in).

### For further information, please contact:

Nishant Maller/ Nikhila Kesavan  
20:20 MEDIA  
+91-9840070444/ +91-9840124036/ 044-30985600  
[nishant@2020india.com](mailto:nishant@2020india.com)/ [nikhila@2020india.com](mailto:nikhila@2020india.com)

