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UAE

SirajPower's partnership with regional FMCG companies grows in the UAE

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UAE distributed solar energy provider SirajPower has signed a solar leasing partnership with Ajmal Perfumes, one of the largest manufacturers of fragrances in the Middle East and around the world.



Courtesy of SirajPower

The partnership will develop a 1.5 MWp solar rooftop plant that will power the Ajmal Perfumes manufacturing facilities at Dubai Industrial City and Al Quoz Industrial Area 3 in Dubai. SirajPower will design, build, finance, operate and maintain the solar rooftop plant, which will produce 2.7 GWh of solar energy annually. The project covers an area of 12,000 square metres and will displace nearly 2,000 metric tons of CO2 emissions.

Worldwide consumption of sustainable products is booming, and more and more companies are boosting their eco-friendly credentials to meet consumer demands.

"Fast-Moving Consumer Goods (FMCG) is one of the largest industries worldwide and a sector where sustainability is an essential pillar of the business" said Laurent Longuet, CEO at SirajPower. "There's a growing environmental sustainability movement in the UAE market calling companies to

provide eco-friendly products and solutions to meet consumers' needs and expectations. These businesses have a commitment to halve their environmental impact, and that's not only about sustainable packages. Our partnership with Ajmal perfumes is a reflection of that trend. It's a well-known brand with a rich heritage and a remarkable success story that inspires us. Innovation and perseverance built this multi-million-dollar corporate entity, and we strive to walk on the same path as a group. We are honoured to have been selected as their solar energy partner of choice. The FMCG sector is another segment of the UAE market where we pride ourselves for having a growing number of solid partners."

Mohamed Amiruddin Ajmal, Director at Ajmal Perfumes added that SirajPower is a trusted partner for regional conglomerates and manufacturers, empowering the company to be environmentally responsible while enjoying the economic benefits of a solar plant.

"Their installation will significantly reduce our operating expenses and lower our carbon footprint in two of our facilities in Dubai where we manufacture over one million perfumes in a month" said Mr Ajmal.

SirajPower's portfolio of brands in the FMCG space includes Al Barakah Dates Factory, Apparel Group, Bond Interiors, Chalhoub Group, Danube, Gulf Center Cosmetics Manufacturing, Landmark Group, LIFCO, Xylem Water Solutions, and others. To date, SirajPower continues to operate the most extensive distributed solar energy portfolio in the region.

For additional information:

[Siraj Power](#)