



Press Release

For immediate release

Xurya Expands Business Beyond On-Grid Solar, Entering Indonesia's Off-Grid C&I and IPP Solar Market

Xurya engaged tier-1 global consultant, with the support of Australian Development Investments, announces business expansion

Jakarta, 1st October 2025 – Xurya, the pioneer for no-upfront-cost rental scheme for solar energy system (PLTS) in Indonesia, is announcing a bold business expansion to the off-grid *Commercial & Industrial (C&I)* and *Independent Power Producer (IPP)* solar market. This move reaffirms Xurya's commitment to working together with all stakeholders in ensuring energy self-sufficiency for all, in doing so cementing its role as a catalyst in accelerating the national energy transition and sustainable development agenda.


Known for its innovative business model, strong technical mastery, and commitment to sustainable business practices, Xurya catalyzed the rooftop solar boom in Indonesia and has rapidly grown into a key player in the Indonesian solar energy market. To date, Xurya has secured over 200 MWp of solar project capacity across the country, providing complete solutions to C&I buildings – from feasibility study, design system, installation, as well as operations & maintenance.

This new strategy supports Indonesia's Electricity Supply Business Plan (RUPTL) 2025-2035, which sets a national target of 38 GW of renewable energy electricity by 2035 with solar energy projected to be the largest contributor. The RUPTL also highlights the importance of energy equality in off-grid remote, outermost, and underdeveloped (3T) areas in supporting various government priority projects.


Eka Himawan, Managing Director of Xurya explains "This decision is not only a business move, but also a leap forward in our mission to make clean energy more accessible for everyone. Through the new RUPTL, the government has shown their increasing commitment to the solar sector. So, we see the growing momentum and importance of the IPP segment – both to PLN or to industrial estates – in the energy transition ahead of us. Xurya is ready to collaborate (*gotong-royong*) with all

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 Xurya Daya Indonesia



stakeholders to contribute to the national energy self-sufficiency program, and bring our extensive experience in developing solar projects, distributed operational prowess, and 100% Indonesian experts.”

Xurya has previously engaged tier-1 global consultant to conduct a comprehensive institutional readiness and market study on Indonesian solar IPP and off-grid opportunities, the output of which has shaped the company’s execution strategy, leveraging its strengths as a leader in Indonesia’s on-grid market, a B Corporation Certified company, and its technology-centric culture. The study was carried out with the technical assistance support from *Australian Development Investments* (ADI).








“This move does not happen overnight,” added **Edwin Widjonarko, Director of Technology of Xurya**. “Xurya has prepared for this in the last few years: we have been gradually building our technical and operational expertise in battery storage technologies, expanding our key technology partners to include more local players, and exploring ways to support efficient operations in remote areas. We also have a few off-grid projects which have provided us with the opportunity to put those ideas to the actual test on the ground, refine them, and improve them for larger, IPP projects.”

The tier-1 global consultant study also highlighted that success in the IPP segment isn’t just about financing or engineering, but also about institutional readiness. In particular, *Environmental, Social, and Governance* (ESG) factors like *Gender Equality, Disability, and Social Inclusion* (GEDSI) have increasingly become a part of the conversation, especially for clients seeking to align with global impact standards, and for securing long-term partnerships and sustainable financing.

“Many of the challenges we will face in this off-grid sector are not technical, it’s institutional. Over the years, Xurya has continuously built not just our technical expertise, but also our organizational strength and attention to ESG, and the results are reflected in our long streak of achievements over the years. Two years ago, we were included in Forbes Asia’s 100 Company to Watch. Last year we received our B Corporation certification. Now, Xurya is not just a presence, but also well-positioned to lead. Moving forward, we are committed to strengthening our ESG roadmap, including advancing our gender action plan, deepening our environmental stewardship, and ensuring inclusive benefits for all stakeholders. This is how we will maintain and advance our achievement, while contributing to our nation’s energy self-sufficiency,” Eka closed.

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About Xurya Daya Indonesia

PT Xurya Daya Indonesia (Xurya) is a renewable energy company based in Indonesia with a vision to revolutionize the country's energy industry. Xurya pioneered a zero upfront cost rental method to incentivize commercial and industrial companies to transition to solar energy.

Xurya aims to make it easier for businesses to adopt clean and renewable energy by providing a comprehensive solution, including financing options, technical design, feasibility studies, installation, operation, and maintenance.

To date, Xurya has installed and operated solar power systems (PLTS) in over 100 companies across various industry segments, such as hotels, shopping malls, hospitals, cold storage, logistics, industrial estates, and manufacturing (mineral water, steel, car tires, vegetable seeds, concrete, paint, consumer goods, ceramics, chemicals, food, textiles, etc.). Xurya's solar power systems are spread across Indonesia, including North Sumatra, South Sumatra, Lampung, DKI Jakarta, Banten, West Java, Central Java, East Java, Bali, East Nusa Tenggara, South Kalimantan, and South Sulawesi.

Further information about Xurya Daya Indonesia can be accessed via xurya.com.

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