



Arjun P. Gupta's Bio

Arjun P. Gupta is on a mission to eliminate India's need for fossil fuel-based energy. He started Smart Joules in 2014 to drive substantial energy efficiency improvements across India's businesses and factories, based on the belief that efficiency is the quickest, cheapest and most scalable way to tackle climate change. Smart Joules makes advanced and affordable building energy management systems leveraging the latest developments in IoT technologies and artificial intelligence, and offers guaranteed reductions in energy consumption under a unique Pay-As-You-Save business model called JoulePAYS. Under Arjun's leadership, Smart Joules has eliminated energy waste equivalent to the annual consumption of more than 1,000 households, and has won multiple awards such as first prize in the 2016 National Energy Conservation Awards from the Ministry of Power and National Award for Excellence in Energy Management from CII.

Arjun was recognized in 2014 as one of India's top Young Leaders by the Economic Times newspaper, in 2015 as an Echoing Green Climate Fellow, in 2016 as Young Entrepreneur of the Year by Business Standard and as a Climate Strategies Accelerator Fellow by Packard Foundation, and in 2017 as a Young Disrupter by United Nations Young Changemakers Conclave.

Arjun started his career working on energy efficiency research and policy as part of the Berkeley India Joint Leadership in Environment and Energy (BIJLEE) team at Lawrence Berkeley National Laboratory. His career work is inspired by a research report he co-authored there that found that India could eliminate its entire electricity deficit by transitioning to higher levels of energy efficiency and without having to build a single new fossil-fuel based power plant.

Before starting Smart Joules, Arjun was assisting the Executive Chairman of Jaypee Group, where he led development of waste utilization, renewable energy, energy efficiency and other energy cost optimization projects across sectors such as cement, real estate, power and fertilizers. Prior to that, he was a Project Developer at Harvest Power, a leader in processing organic wastes across North America, where he was involved in the origination and development of anaerobic digestion and composting projects. His work experience includes research at the World Resources Institute and the Carbon War Room in Washington DC, and start-up experience with PK Clean - a company converting plastic waste to liquid fuels.

Arjun got his Master's degree from the Technology and Policy Program at the Massachusetts Institute of Technology. He graduated from the University of California – Berkeley with Highest Honors from the College of Engineering for his Bachelor's degree in Civil & Environmental Engineering, and with Highest Distinction in General Scholarship from the College of Letters and Sciences for his Bachelor's degree in Economics.

Smart Joules Pvt. Ltd.

Regd. Office: 34 Shri Ram Road, Civil Lines, Delhi – 110054

www.smartjoules.in; info@smartjoules.in; +91-9811103484