



Press Release

Avaada Group Launches ‘Always Clean, Always On’ Campaign - Clean Energy for an AI-Powered, Electrified Future

Mumbai, November 25, 2025: Avaada Group, one of India’s leading integrated clean energy conglomerates, today announced the launch of its powerful new brand campaign, “**Always Clean, Always On**”, underscoring the vital role of 24x7 clean power in an increasingly digitized and electrified world. The campaign made its high-profile debut on ***Kaun Banega Crorepati (KBC)***, India’s most-watched television show, leveraging the platform’s reach to spark a national conversation around energy and the future of technology.

As the world enters the next wave of industrial transformation, driven by Artificial Intelligence (AI), advanced manufacturing, and intelligent infrastructure- energy has become the new currency of progress. The computing power behind AI, robotics, data centres, and smart factories requires uninterrupted, scalable, and sustainable electricity like never before. Yet, power availability is emerging as the single biggest constraint to this future. In this high-demand scenario, developers who can deliver clean energy at scale, round the clock, are uniquely positioned to lead.

“Digitalization is not just a trend, it is the foundation of global economic growth,” said **Mr. Vineet Mittal, Chairman of Avaada Group**. “AI, automation, and precision manufacturing are reshaping industries, but behind every algorithm, every product, and every real-time insight is an enormous amount of electricity. The energy demands of tomorrow are not linear; they are exponential. If the future runs on intelligence, then intelligence must run on clean power.”

He added, “At Avaada, we believe that powering innovation should not come at the cost of the planet. Our commitment to ‘Always Clean, Always On’ reflects our readiness to serve as the energy backbone for the AI economy, through solar, wind, hybrid systems, pumped hydro, and battery storage solutions that are sustainable, reliable, and scalable.”

With 6 GWp of operational renewable energy capacity and over 26 GWp under implementation, Avaada Group is strategically positioned to power the next wave of AI-driven digital transformation, delivering the clean, scalable energy foundation that tomorrow’s intelligent infrastructure demands.



The campaign film, created by Leo India, is a visually compelling story told through the eyes of a child interacting with an AI assistant. Each innocent query- “why?”, “how?”, “what if?”- unleashes massive digital activity behind the scenes, visualizing the scale of compute power and electricity consumption required to deliver AI responses. As the narrative zooms out, the viewer witnesses the rising energy intensity of AI, juxtaposed against the pressing need for clean, uninterrupted power.

In a stirring voice during the campaign's premiere, **Mr. Amitabh Bachchan** delivers a powerful thought:

“Aaj ek AI search, kal crore AI searches... Sochiye, kal kitni urja chahiye hogi in sab ko? Aur agar woh urja hi na rahi... toh sawal bhi ruk jayenge, jawab bhi... sirf andhera.”

(One AI search today, a billion tomorrow- imagine the energy it will need. And if that energy runs out, there will be no questions, no answers... only darkness.)

This isn't just a creative metaphor; it reflects a critical inflection point. As AI adoption accelerates, and as electrified manufacturing and smart infrastructure take centre stage, the gap between energy demand and clean energy supply is widening. This campaign brings into focus the urgency to bridge that gap, now.

Power Constraints: The Next Global Bottleneck

Across the globe, power constraints are emerging as a key bottleneck to economic and digital expansion. From semiconductor fabs and hyperscale data centres to automated factories, new-age industries are facing delays and disruptions due to unreliable or insufficient energy availability.

In this environment, energy certainty becomes strategic advantage. Avaada's suite of round-the-clock clean energy solutions, spanning utility-scale renewables, energy storage, green hydrogen, and upcoming green data centres; positions the Group at the forefront of enabling a digital, decarbonized future.

Upcoming Extensions: Beyond AI

While the flagship film focuses on AI's burgeoning power needs, upcoming extensions of the campaign will spotlight the energy demands of emerging sectors such as advanced manufacturing, electric mobility, digital services, and green hydrogen production. The integrated campaign will roll out across print, digital, and outdoor platforms over the coming weeks.

**About Avaada Group**

Avaada Group is a diversified clean energy conglomerate driving the energy transition across Renewable Power Generation, Solar PV Manufacturing, Green Hydrogen and Derivatives, Battery Storage, Pumped Hydro Projects, and Green Data Centres. With innovation and sustainability at its core, Avaada is powering the industries of tomorrow with solutions that are Always Clean, Always On.