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Co-Founder, MD & CEO
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Ecofy is committed to addressing the climate finance gap in India by providing credit to retail consumers, said **Rajashree Nambiar, Co-Founder, MD, and CEO, Ecofy**, in an interview with Energetica India.

Q What factors differentiate your approach from traditional NBFCs in the climate finance space?

Rajashree Nambiar: Ecofy is committed to addressing the climate finance gap in India by providing credit to retail consumers, thereby reducing carbon footprint and restoring balance to the planet. As India's tech-first green lender, our end-to-end digital platform enables quick decision-making and disbursement. We offer loans for electric two-wheelers, electric three-wheelers, residential rooftop solar (RTS), and to SMEs across Commercial and Industrial RTS, energy-efficient equipment, and supply chain financing.

Q How do you evaluate the long-term value and sustainability of green assets like EVs and rooftop solar during the financing process?

Rajashree Nambiar: As part of the loan disbursement process, Ecofy underwrites assets using the following data sources:

- Asset performance data from IoT/telematics
- Asset reviews received through direct customer calls
- Asset warranty and mandatory certifications (like ARAI, iCAT, BIS) received from the OEM

The initial OEM empanelment for financing is based on the availability of these data points. This asset underwriting process helps Ecofy evaluate the long-term value of green assets for our customers.

Q Ecofy has already contributed to reducing over 25,102+ tonnes of carbon emissions as of March 2025. How do you measure and report climate impact, and what are your goals for the next 3–5 years?

Rajashree Nambiar: Ecofy is a net-positive organisation, exclusively financing green and decarbonising assets and projects. We have an internal carbon accounting system which is based on the UNFCCC-CDM framework of carbon accounting standards. Our carbon accounting is a fully digital process, with zero manual intervention, ensuring enhanced transparency and accountability.

This process is based on the IoT data that Ecofy receives from the financed assets. The following are some key parameters measured and reported as a part of our impact assessment:

- Green Energy Generated
- Green Miles Travelled

- Carbon Footprint of the Portfolio
- Green Jobs Created
- Gender Inclusive Ratio

Q What emerging trends in sustainable mobility and climate finance are most exciting to you right now?

Rajashree Nambiar: By 2035, nearly 3,668 GW of rooftop solar is expected to be installed globally—a staggering 429 percent increase from today. By 2030, the global air-conditioner stock is likely to exceed 2.1 billion units, up 36.8 percent from the present number. There is immense scope for utilisation of solar energy both for residential and commercial purposes.

In India, the Digital Energy Grid will unify distributed energy resources (DERs), IoT-based devices, and energy infrastructures to allow seamless interaction among diverse systems. It will bring government, banks, utilities, and service providers into one cohesive digital ecosystem with energy assets and participants ‘on the grid’ in a digital sense.

Q How is Ecofy preparing to lead the next phase of growth in this space?

Rajashree Nambiar: We are a digital lending platform offering loans to retail consumers in the space of electric vehicles, rooftop solar panels (residential, commercial, industrial), working capital loans, and green equipment financing. With our customer-first approach, we partner with green energy businesses and offer quick loans to retail consumers and SMEs across 21+ states in India. Our intent is to increase credit penetration in the renewable energy space at a granular level. Higher adoption at a grassroots level will contribute towards reducing the carbon footprint and restoring balance to the planet.

Q How do you view the role of women leaders in shaping the future of renewable energy and electric mobility in India?

Rajashree Nambiar: According to the United Nations, women (students, workers, indigenous activists, celebrities) are at the forefront of climate activism across different roles and backgrounds, from grassroots movements to policymaking. In terms of corporate, companies with gender diversity show

better environmental performance and more investment in sustainable solutions.

There is a need to build a more gender-inclusive ecosystem for climate start-ups with more women at the core. While the number of women founders in climate startups is rising, they remain particularly underrepresented. Women entrepreneurs are more concentrated in agricultural value chains, sustainable consumer products, and community-based adaptation solutions. Despite studies showing that women-led ventures are often more resource-efficient, they receive only a small fraction of climate investment capital. Some climate funds in India are starting to adopt gender-lens investing, incorporating gender equality metrics into their investment frameworks. Leading impact investors are also requiring portfolio companies to report gender-disaggregated data, which is helping address structural financing gaps for women in climate innovation.

Q What can be done to bring more women into this space?

Rajashree Nambiar: Women can act as a catalyst for climate change. Here’s how:

- Encouraging entrepreneurship in sustainable sectors and participation in renewable energy projects such as switching to rooftop solar panels and driving electric two-wheelers.
- Educating women and creating green communities in villages to harness the benefits of organic farming, climate adaptive techniques, and groundwater harvesting.
- Involving women in smart irrigation projects using AI and solar-powered water pumps to improve water efficiency, benefiting small-scale farmers.
- Enabling a zero-waste lifestyle and composting in cities.
- Developing low-cost energy-efficient appliances and products with the participation of female consumers and driving adoption (solar lanterns, solar cookers, solar water heaters, biogas units).
- Skilling talent in the areas of Green Jobs – solar/wind energy projects, electric vehicles, and battery manufacturing.