



Press release

Swiss Luxra Group Signs Exclusive Distributor Agreement for Indonesia with PT. Heryana Pasifik Indonusa

Cham, 2024-07-15

Swiss Luxra Group is pleased to announce that it has signed an exclusive distributor agreement with PT. Heryana Pasifik Indonusa, a renowned industrial trading firm in Indonesia, effective from July 2024. This strategic partnership will focus on the marketing, sales, and support of Luxra products throughout Indonesia.

PT. Heryana Pasifik Indonusa will be responsible for distributing Luxra® Pure HD modules, which are recognized as top-tier products in the market due to their high quality and thoroughly audited production process. These modules are bankable, back-to-back insured, and ideally suited for the Indonesian solar market.

Arice Kuijpers, the key figure in this partnership, remarked, "I have been collaborating with this commercial distributor since 2015 on various projects in Indonesia. Given their well-established presence in both corporate and political networks across Jakarta and the wider Indonesian archipelago, we initiated constructive discussions about market outlooks and the required quality standards. I am delighted that these discussions have culminated in a formal agreement."

From July 2024 onwards, the marketing and sales of Luxra® Pure modules will commence in Indonesia, managed by Erry Heryana Burhanuddin. PT. Heryana Pasifik Indonusa operates offices in two locations: Alam-Sutera (Jakarta, Java) and Denpasar (Bali). Both companies are confident that this collaboration will be highly successful.

"We are familiar with Arice's drive and his relentless pursuit for impact, making renewable energy widely available and affordable, focusing on where it matters most," stated Erry Heryana Burhanuddin, "As Indonesia's solar energy capacity has increased by over 800% in the last decade to 322.6 MW as of mid-2023, we are reflecting a significant shift from fossil fuels and aiming for 5 GW of solar energy by 2030. We're facing a multi-GW market where we will be able to secure a firm position."

This agreement marks a significant milestone for both Swiss Luxra and PT. Heryana Pasifik Indonusa as they embark on this journey to enhance the renewable energy landscape in Indonesia.



Signing in Denpasar Indonesia



Signing in Oudeschoot Netherlands

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About Swiss Luxra

Swiss Luxra Holding AG is a Swiss holding company of which the brand was founded in the year 2010. It is a renewable energy solution provider company, with a major focus on producing high-quality Solar photovoltaic (PV) modules. The company with its diversified geographical locations is headquartered in Cham, Canton of Zug, Switzerland.

Operating across a multitude of geographical locations and verticals in the renewable energy market, Luxra is globally recognized and respected as a strong brand. Initially part of Fortune Top 500 company Saint-Gobain Building Distribution Deutschland (SGBDD) GmbH, which specialized in solar PV solutions for Germany and Europe, the Swiss Luxra Group acquired the brand and products from SGBDD in 2014, continuing operations in the global solar PV industry. Following this highly successful acquisition, Luxra became fully independent, with sales managed entirely by Swiss Luxra. This strategic independence allowed Luxra to expand its business portfolio and strengthen its presence in Germany and other European markets.

Luxra continues to serve existing, loyal customers with unparalleled high-quality, innovative products and services with a fresh focus while ambitiously targeting new customers. The company offers a range of advanced, cutting-edge solar PV products, including the Luxra® Pure (HD) module line, which features high-end, efficient, and elegantly designed solar PV modules. Luxra strategically specializes in crystalline silicon technology, offering a wide range of N-Type crystalline and TOPCon crystalline solar PV modules, all bifacial

In addition to its superior product offerings, Luxra provides comprehensive project management solutions, ensuring the seamless and successful implementation of solar energy projects through a meticulous project management life cycle approach. Luxra is well-established in Europe, India, North America, the United Kingdom, and Indonesia, with a team of highly qualified managers, engineers, solar energy specialists, technicians, and EPC experts. As a reliable, renowned and established provider of all-encompassing solar energy solutions, Luxra delivers high-quality top-tier products and services to customers all down to the end users worldwide.

In 2017, Luxra became the first Swiss company to initiate solar PV module sales in India through an OEM business model. Today, Luxra India proudly stand to be the first international company who started its own solar PV module manufacturing in India, aiming to ramp up to a 1GW+ high-quality solar PV module and cell manufacturing facility. This state-of-the-art facility will supply Swiss-branded modules manufactured in India to the global market marking another milestone in Luxra's illustrious journey.