

# Jakson partners Al Naboodah Electrics for solar products distribution in Middle-East

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New Delhi: Noida-based [Jakson Group](#) today announced it has partnered with [Al Naboodah](#) Electrics to distribute its solar products in the Middle-East.

"With this partnership, Jakson and Al Naboodah Electrics will look to capitalise on [UAE](#) government's Energy Plan, which aims to increase clean energy use by 50 per cent by 2050 with solar-based power playing a crucial role," the company said in a statement.

Al Naboodah Electrics' first solar panel project involves optimization of the assets of its own parent company Al Naboodah Group Enterprises ([ANGE](#)) which includes the ANGE Corporate Headquarters in Al Awir.

"With Al Naboodah Electrics, our [solar panels](#) can be customised to support the energy strategies for a wide audience across the public and private sectors. We also have a wide range of [renewable](#) energy products and solutions for various applications," said Sundeep Gupta, Vice Chairman & Managing Director, Jakson Group.

Buti Al Naboodah, Deputy CEO, Commercial at ANGE said the launch of the business is a strategic move that fulfils the company's sustainability ambitions "while aligning ourselves more closely with the UAE Vision 2021 and the UAE Energy Plan".

Jakson Group's product portfolio includes solar modules, module mounting structures, [solar power](#) packs, solar water ROs, solar generators, solar street lights and solar water pumps. Apart from UAE, Jakson has overseas operations in Bangladesh, Nepal, Singapore and several countries in Africa. The company's core businesses include Powergen & Distribution, Solar, EPC and Defence.

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