# Technical Assistance Profile

*As the industry leader in solar power development in Indonesia, Xurya helps commercial and industrial building owners switch to clean energy through end-to-end solar solutions — from financing and design to installation and maintenance.*

## Company Profile

**Country:** Indonesia

**Sector:** Renewable Energy

**Investment Fund:** Southeast Asia Clean Energy Fund II

**TA Year:** 2025

*Xurya engineers performing maintenance work at a solar rooftop site*

Founded in 2018, Xurya has emerged as a leading commercial and industrial (C&I) solar developer in Indonesia. The company has successfully developed a total of 196 MWp of solar capacity supporting businesses across the country in adopting renewable energy. With a dedicated team of around 110 full-time professionals, Xurya continues to drive innovation and expand access to clean, affordable, and sustainable power solutions for Indonesia's commercial and industrial sectors.

## Value Creation

As Xurya continues to grow, the company is looking for new avenues to expand its contribution to Indonesia's renewable energy transition. Its core business has been centered on the C&I solar market; however, rising competition and recent regulatory developments have started to constrain growth in this segment. Xurya is exploring adjacent markets that can offer new opportunities for expansion and long-term sustainability.

Xurya also seeks to strengthen its ESG roadmap, including its gender equity action plan, to drive long-term impact and enhance business resilience.

## TA Activities

ADI technical assistance supported Xurya in pursuing strategic and sustainable market expansion through the following key initiatives:

**Market study to explore new opportunities as a solar power producer**

- Conducted market and regulatory analysis to map growth opportunities.
- Assessed financial feasibility and potential business models for expansion strategy.
- Identified strategic partnerships and risk mitigation approaches.
- Assessed gender equity gaps and developed a strategic plan to advance inclusivity
- Equipped Xurya with actionable insights and recommendations for scaling its solar energy operations in a commercially viable way.

**Capacity building on Gender Equality, Disability, and Social Inclusion (GEDSI) in the renewable energy sector.**
This was co-facilitated by DFAT-funded *Australia-Indonesia Partnership for Climate, Renewable Energy and Infrastructure* (KINETIK) program's GEDSI team.

## TA Results (as of October 2025)

**A comprehensive market study on strategic opportunities as a solar power producer.**

Guided by these insights, Xurya embarked on a new strategic direction – expanding beyond on-grid solar to tap into Indonesia's fast-growing off-grid C&I and IPP markets, positioning the company for greater impact and resilience in the renewable energy sector.

**A GEDSI review and action plan** embedding inclusion across HR, recruitment, and operations to advance workplace equity.


*Picture 1 and 2. Xurya management and department staff attended capacity building on GEDSI 101*

## Impact Data

(as of December 2024)

| | |
|---|---|
| Proportion of women on board | 43% |
| Proportion of women employees | 29% |
| Installed capacity | 196 MWp |
| GHG emissions avoided | -87,586 tCO2eq |

*"The support from ADI has been crucial in helping Xurya to expand beyond our existing markets and bring solar energy to even more communities across Indonesia. Beyond business growth, ADI has also enabled us in fulfilling our commitment to ESG values including diversity and inclusion such as gender equality. Through ADI- supported market study, we have been able to design solutions that address Indonesia's unique energy challenges. This collaboration reminds us that true progress in renewable energy is not only about the capacity installed, but also about the positive impact created for people and the planet. Together, we are shaping an inclusive and sustainable future for Indonesia."*

**Eka Himawan,** Managing Director of Xurya

For more information on ADI TA for Businesses, please contact:

ADI@saronafund.com
https://adi.fund/