

Sena joins Refinn.com to sell solar roofs

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SET-listed developer Sena Development Plc is joining financial application provider Refinn International Dot Com Co to offer solar roofing to non-Sena customers as it chases sales of 100 million baht over the next five years.

Kessara Thanyalakpark, Sena's deputy managing director, said the partnership with Refinn.com will help its subsidiary Sena Solar Energy Co, an alternative energy firm, expand its customer base to include those outside Sena Development's sphere.

"The decision to buy a solar rooftop depends largely on cost," she said. "To make [them] affordable, we need to bundle them with a new house."

With Refinn.com, non-Sena customers can access loans for mortgage-free residential units. This option will also be offered to customers of electric vehicle chargers, said Ms Kessara.

Sena Solar Energy expects to have 480 million baht in sales from 20 megawatts by the end of the year, up from 278 million

baht last year from eight MW.

Refinn.com has 10 financial institution partners and will offer an interest rate of 3.99% for the first three months to Sena Solar Energy customers.

There are three packages starting with two kilowatts for solar panels measuring 16 square metres in total, with prices starting from 121,000 baht.

The minimum package will help customers save 1,360 baht a month, or 16,320 baht a year, off their electricity bill, the company said.

Those who pay in cash will have seven years to complete a payback scheme, said Ms Kessara.

Sena Solar Energy started selling solar rooftops three years ago and services over 300 houses.

"We aren't thinking about an IPO for our solar business at the moment," she said. "But when sales reach 100MWs or outperform housing sales, we'll consider it."

SENA shares closed yesterday on the SET at 4.22 baht, up two satang, in trade worth 1.66 million baht.



Ms Kessara says Sena Solar Energy might consider an IPO once sales reach 100MW.