

MASSIMO[®]

LITHIUM



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SOLAR | INVERTERS | BATTERIES



MASSIMO: Bridging a 45-Year Legacy with the Energy of Tomorrow

For over four decades, **MASSIMO** has been more than just a brand; it has been a promise of reliability in millions of Indian households and industries. As we celebrate **45 remarkable years** of trust in energy storage, we are not just looking back at our heritage—we are accelerating towards a smarter, greener future.

At MASSIMO, our 45-year journey has been defined by one core philosophy: **Power For Life**. We have spent decades mastering the art of energy storage, and now, we are evolving to meet the demands of a decarbonized world. Our transition into Solar and Lithium isn't just a business expansion; it is our commitment to building a sustainable bridge between traditional reliability and futuristic technology.

2025–2026: The Era of Energy Transition

The year **2025** marked a historic milestone for MASSIMO with the launch of our **Comprehensive Solar Solutions**. By introducing high-efficiency Solar Inverters and complete PV systems, we empowered our customers to become producers of their own clean energy.

Now, in **2026**, we are taking the ultimate leap with the launch of **MASSIMO Lithium**. As the industry shifts toward high-density, fast-charging, and long-life power, our new Lithium-ion range—including the flagship **MileMax** and **ESS**—stands ready to power the next generation of mobility and smart homes.

2025 was the year we leveraged the Sun; 2026 is the year we master the Cell. By integrating our Solar expertise with our new Lithium technology, MASSIMO is now a complete 360-degree power solutions provider. We are not just selling batteries anymore; we are providing the ecosystem for India's energy transition. Our team is dedicated to ensuring that 'Mission Unstoppable' delivers the most advanced, safe, and efficient power to every corner of India.

The Road Ahead

From the robust tubular batteries that built our name to the intelligent Lithium-ion systems of 2026, MASSIMO continues to be the heartbeat of Indian energy. We invite our partners and customers to join us in this exciting new chapter as we power a brighter, cleaner, and more efficient India.



Vikas

Vikas Goyal

Managing Partner



Vinay Singh

Vinay Pratap Singh

Business Head - India



MASSIMO[®]



www.massimobatteries.com



45 Years of
Powering Lives

23 Countries
For Exports

25 Years of
Manufacturing

50 Lacs Installed
Capacity

03 Factories

18 Million
Happy Customers

18 Branch
Offices

1.2K Happy
Employees

27 States

15K Dealers
Pan India

07 UTs

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Powerful Journey

Deepak Mittal Ji started battery business in Vijayawada.



1980

Establishment of lead refining, alloying & oxide manufacturing.



2000



Manufacturing unit set-up for lead acid battery with vision to scale on international standards.

Brand Massimo - launched



2013



Expansion begins; Pan India, SAARC, Middle-East, Africa.

2017



Legend actor Dharmendra as first brand ambassador of Massimo.

Ace cricketer - Rohit Sharma as brand ambassador of Massimo.



2019



Fully automatic new plant spread over 1 Lakh sq.ft. facility with EMT technology.

2022



Pan India expansion strengthens, on-site service network, dedicated sales & service professionals; launching inverters.

Launched Comprehensive Solar Solutions; OnGrid, OffGrid, Inverters and TopCon Bifacial Solar Panel.



2025



Our Core Lithium Verticals

1. MileMax: Redefining Electric Mobility

The MileMax range is our flagship series for the EV segment. Designed to endure the extreme temperature variations of the Indian subcontinent, MileMax batteries provide high thermal stability and consistent power delivery, ensuring that the "Power For Life" promise extends to every kilometer driven.

2. ESS (Energy Storage Systems)

MASSIMO is revolutionizing industrial and residential backup through ESS. By integrating Lithium technology with smart power electronics, we provide scalable storage solutions that allow for peak shaving, load leveling, and 24/7 power availability for hospitals, data centers, and manufacturing units.

3. Solar-Lithium Integration

The future of solar is not just generation, but efficient storage. Massimo's Lithium solutions are engineered to pair seamlessly with our high-efficiency Solar Inverters, offering a depth of discharge (DoD) that allows users to utilize almost 100% of their stored solar energy.

The Massimo Technical Edge

What sets Massimo Lithium apart is our focus on the BMS (Battery Management System).

Our intelligent BMS monitors every cell in real-time, preventing overcharging, deep discharge, and overheating. This ensures that every Massimo battery is not only powerful but also the safest choice for your home and business.

As we look forward, MASSIMO remains committed to powering a cleaner, greener, and more efficient India. Join us as we charge ahead into a sustainable future



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Lithium Energy Storage System

ESSM 1475

**Energy
Storage
System**



**Inverter With
In-Built Li Battery**



True Sine
Wave Technology



Switch over
time 3ms*



Wall
Mountable



Plug N Play





MASSIMO
LITHIUM

Lithium Energy Storage System

ESSM 3000

**Energy
Storage
System**



**Inverter With
In-Built Li Battery**



True Sine
Wave Technology



Switch over
time 3ms*



Wall
Mountable



Plug N Play



Technical Specifications

ALL-IN-ONE MASSIMO LITHIUM ESS SERIES		ESSM1475-100/12.8V	ESSM3000-100/25.6V
Inverter Parameters	Inverter Rating	1200VA/840W	2500VA/2000W
	Voltage	12V	24V
	Input Voltage Range	W-UPS: 105V-285V / UPS: 180-265V	
Battery Parameters	Capacity	100AH/12.8V	100AH/25.6V
	Voltage	12.8V	25.6V
	Chemistry	LiFePO4	
	BMS	Hardware/Software BMS In-built	
Mechanical	Dimensions (MM)	460x136x385	498x220x470
	Weight (KG) (Approx.)	24 KG	38 KG
Approximate Backup Time**	Bulb Load 300 Watts	4 Hours 18 Minutes	8 Hours 36 Minutes
	Bulb Load 400 Watts	3 Hours 11 Minutes	6 Hours 22 Minutes
	Bulb Load 500 Watts	2 Hours 31 Minutes	5 Hours
	Bulb Load 600 Watts	2 Hours	4 Hours
Pricing	MRP	51490	92490
Warranty*		UPS: 3 Years Battery: 5 Years	

- 1.) *5 years UPS warranty (Online Registration - Massimo App).
- 2.) *3 years warranty if Not registered on Massimo App.
- 3.) **Backup duration can vary upto 10 minutes.

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Promise of Care



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Company Toll Free Number

18001205676

Call Between 10:00 AM to 6:30 PM
for complaint registration



We're Live on



7680083831

Product Query / Complaint
Registration Through WhatsApp

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Certificates and Approvals



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