



Company Name

Investor Deck, 2024

Problems

Company Logo

Every year, the rise in prices of electricity is burning a hole in the pocket of consumers. **Solar Power** is a reliable solution, but the industry is facing its own set of challenges.

Poor Quality Components

The use of low-quality solar panels and components in solar plant construction is impacting their efficiency and lifespan.

Poor Installation

Solar plant installations demand precision; poor installation can lead to downtime, damage, and efficiency loss.

Lack of Awareness

Limited awareness of government subsidies and inadequate financing options for high-cost solar plant purchases can lead to missed product benefits

Unreliable Customer and Warranty Support

Challenges in reaching timely support and clarifying warranty terms can result in customer frustration and self-reliance for issue resolution.

Lack of Transparency in Pricing and Performance

Customers might encounter unexpected hidden costs during installation and lower energy generation than initially agreed upon.

Solutions

Quality Components

With a portfolio of 2500+ solar power plants, we excel in selecting technically compatible, premium components to guarantee long-term results, planning an automated facility for high-quality solar panels.

Awareness About Subsidies And Financing

Company Name Energy educates residential consumers about Central Government subsidies and collaborates with banks and NBFCs to facilitate solar financing for various client segments.

Dedicated Customer And Warranty Support

Company Name Energy's dedicated team offers comprehensive after-sales support, facilitating swift warranty-covered service at local offices for our Panels and Inverters, eliminating brand-related delays.

Efficient Installation

Our proficient design and site engineers create solar plants to precise technical specs, ensuring low-maintenance installations with a flawless track record of zero system failures.

Transparent Pricing & Performance

We ensure transparent pricing and performance commitments in our projects. Our designs are created with the shadow analysis of solar panels for optimum result. We also provide the projected power generation and payback report of solar plant using software.

Company Logo



Company Introductions

Company Logo

Company Name was established to mitigate reliance on finite resources. We offer consultancy, services, and products promoting the adoption of **Solar Power**—a potent renewable energy source.

OUR VISION:

Our Vision is to transform India into an environmentally sustainable nation, characterized by clean and green practices that center around **renewable energy** adoption

OUR MISSION:

Pioneering a **sustainable future** for current and upcoming generations.

OUR VALUES:



UNMATCHED QUALITY:

With several intense quality control protocols and stringent procedures, we ensure that all our products have the highest quality.



UTMOST SATISFACTION:

Guided by unwavering professionalism and accountability, we fulfil our commitments to clients through continued support.



UNIVERSAL ETHICS:

Dedication to ethics and high moral grounds makes us display commitments toward every project we undertake.

Our Products

Company Logo



Bi-facial Solar PV Module

- High Module Efficiency
- Positive Power Tolerance upto 5 Watt
- 100% EL + VI Testing with 3 Stages
- Increased Shade Tolerance
- Split Junction Box Improves Heat Dissipation

Branded Products

1kw to 4kw

4.2kw to 6kw

Single Phase Grid Tie Inverters

- High AC/DC Ratio for Higher Yields
- Compact and Lightweight for easy installation.
- User Friendly Web and App based monitoring.
- Multiple MPPT Design With IDA Technology (Intelligent Disturbance Algorithm).

Branded Products

5kw to 10kw

Three Phase Grid Tie Inverters

- Efficiency Upto 98.9%
- Frequency Drop Control Technology
- User Friendly Web and App based monitoring.
- Weather, Consumption, String Level Monitoring System.

Our Services

Company Logo



Solar Power for Homes

- Electricity Bill to go to Zero
- Low Maintenance Cost
- Assured Warranty upto 25 Years
- Government Subsidies



Solar Power for Business

- Clean Energy
- Tax Benefits
- Grid Tied Systems
- Finance Support



Utility Scale Solar Power Plant

- Generate and Sell electricity to the government and industrial plants
- Long term stable prices for generated electricity from solar power plant

Our Services

Company Logo

EPC Solutions



Get turnkey EPC solutions that cover engineering, procurement, and construction. We develop long-term solutions that have a direct impact on the environment. Take care of all your electricity requirements.

Solar Financing



With our assistance, you can finance the installation of solar panels and renewable energy. We locate the best source for you to apply for and obtain the best solar loans.



Installation and Commission



With our 24/7 remote monitoring, you may install and run solar panels without worrying about performance issues. We offer complete solutions. We provide support for all the systems we install for you.

Operation and Maintenance



Get expert advice on how to run the solar plant once it has been installed. To care for your system and maintain its proper operation, we adhere to all applicable rules.

Project Fact Sheet

Company Logo

We are raising money for a 300 MW Solar Panel Manufacturing Plant with an option to double the manufacturing capacity to 600 MW.

Location

Plant Location



Key Project Drivers

Market Need, High Demand in Asia Pacific, Attractive ROI, Government Incentives.



Project Delivery Timeline

Estimated time of 8 months.



Maximum Funding Sought

14.5Mn USD
(\$ 1 = ₹ 83.26)



Expected Funding Closure Date

2024



Funding Source

Preferably a combination of Equity and Debt from Investors



Business Model

Company Logo



Sales of Solar Panel

Solar Panels manufactured at our manufacturing facility will be sold via different channels that we will develop. We aim to reach out to B2C customers via a separate franchise model that we will begin after commencement of manufacturing operations.

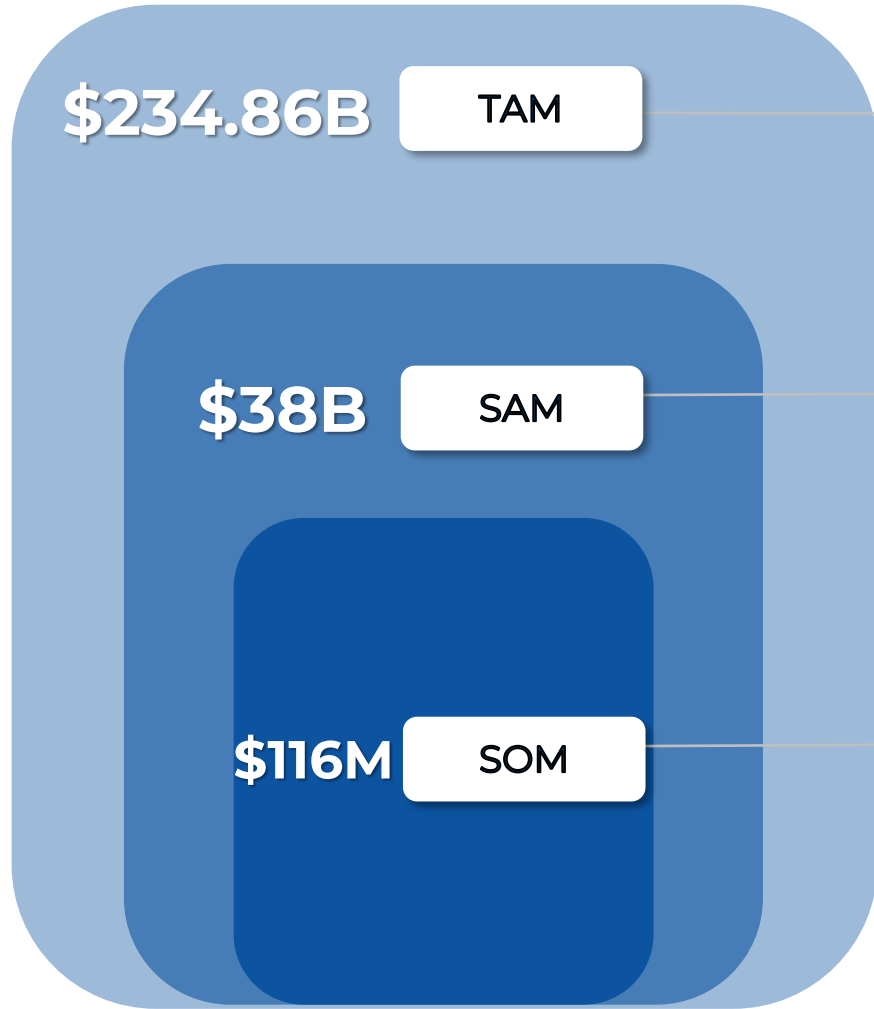


Government and Industrial EPC Projects

We project about half of our manufactured solar panels to be used in EPC projects that we will bid for. We aim to generate gross margins of 10% - 12% on the overall projects.

Market Opportunity

Company Logo



Total Addressable Market

The Global Solar Energy Market was valued at \$234.86B in 2022

Source: Fortune Business

Serviceable Available Market

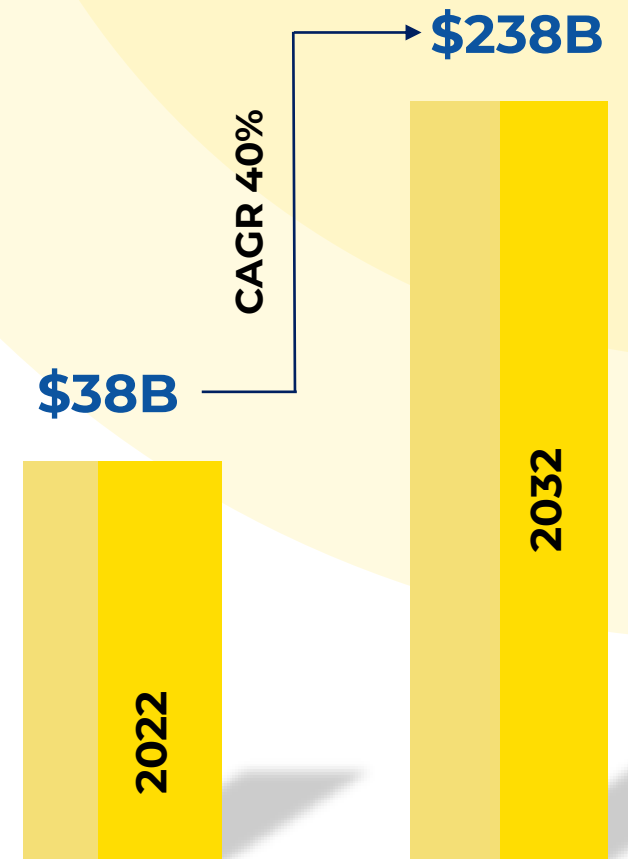
The Indian Solar Energy Market was valued at \$38B in 2022.

Source: CMI

Serviceable Obtainable Market

Company Name Energy aims to generate \$ 116 Mn of revenues in the third year of its plant operations

Indian Solar Energy Market Size



Our Business Segments

Company Logo



**RESIDENTIAL HOUSE OWNERS
AND HOUSING SOCIETIES**



OEMS & EXPORTS



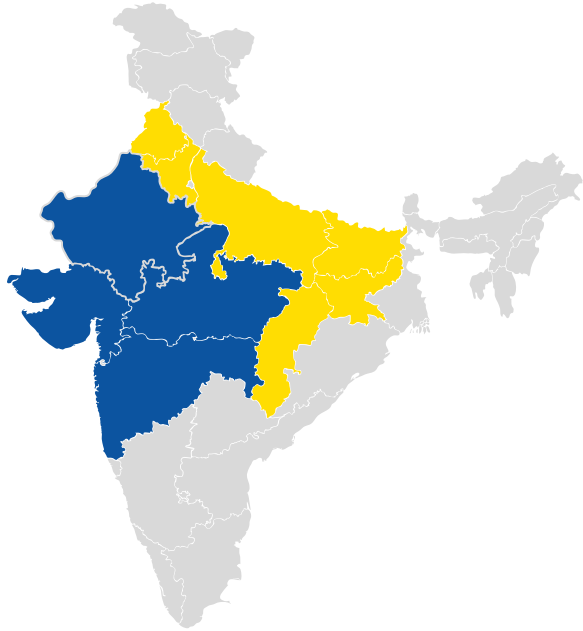
INDUSTRIES



**GOVERNMENT TENDERS AND
UTILITY PROJECTS**

Target Markets

Company Logo



- **Short Term** – Location, Maharashtra, MP, Maharashtra
- **Medium Term** – All Indian States with Solar Power Demand
- Setting up of Certification process for Export Markets



- **Long Term** – India.
- **Export Markets** - Middle East and African Continent

Competitive Analysis

Company Logo

Company Name Energy wants to Manufacture Solar Panels while also taking up EPC Projects for Solar Plants.

EPC Providers



Solar Panel Manufacturers



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Competitive Advantage

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Focus on Quality

Our stringent quality control methods enable us to provide high-quality products that we provide **warranties upto 25 years.**



State of the Art Technology

Our access to **advanced technology** lets us create cutting-edge solar solutions that adapt flexibly to suit specific requirements.



Unrivalled Experience

We have worked on **2500+ projects** with a diverse client base while maintaining consistent quality. Experience and Technology enable us to provide best results for our customers.

Go-To-Market Strategy

Company Logo



Social Media Advertising

We plan to engage with our customers through social media advertising on platforms including Google Ads, Instagram, Facebook, YouTube, and LinkedIn.

Print Media Advertising

We will connect with our customers through traditional mediums such as newspaper ads, local leaflet distribution within the franchise's coverage area, hoardings, and more.

Industry Events and Expos

We will participate in Industry Events and Expos organized in various locations to build our brand presence.

Marketing Campaigns

We will launch an effective Marketing Campaigns during popular events (like sporting events) along with eminent brand ambassadors.

Government Tenders and Utility Projects

We plan to gain credibility in emerging markets through successful execution of government tenders and utility projects.

Our Traction

8 MW

Total Solar Capacity Installed

We have Installed 8 MW of Solar Panel Capacity for our clients, both industrial and residential.

2500+

Clients Served

We have served 2500+ clients from diverse backgrounds.

132%

Topline Growth

Our topline has grown by 132% in 2 years.

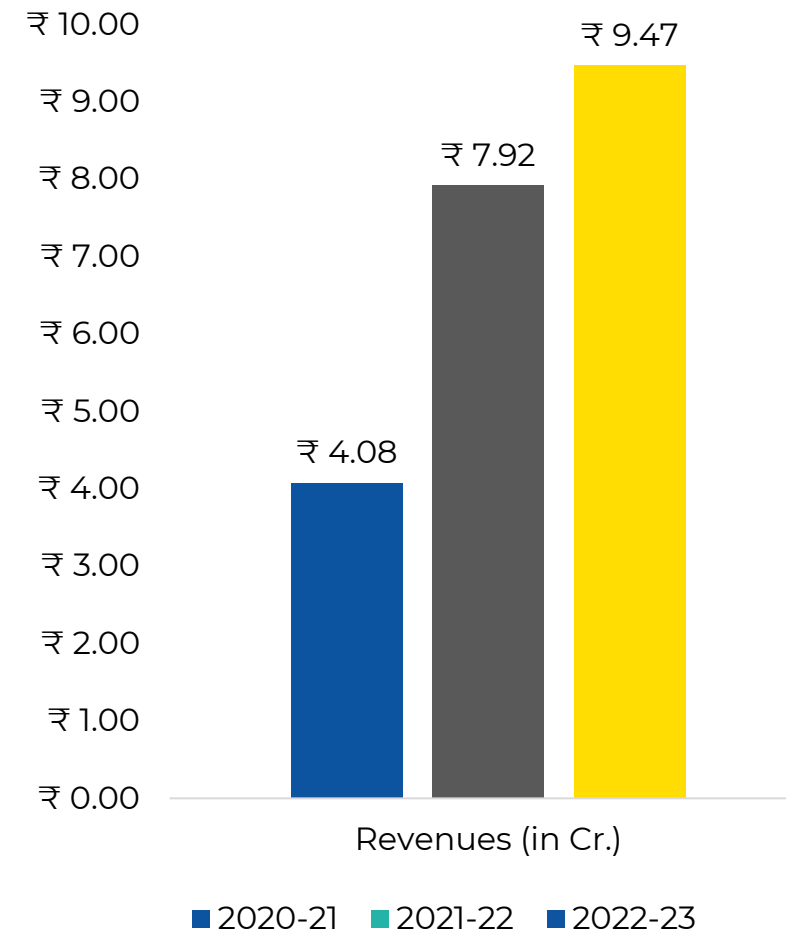
16.8%

Gross Margins

Scope for even higher gross margins with our own Manufacturing Plant.

Company Logo

Company Name Revenues



Our Traction

Company Logo



Client Sites



Client Sites



Client Sites



Client Sites

Our Accreditations

Company Logo

ISO : 9001:2015 Certified Company

Confidential Information

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Confidential Information

Confidential Information

Confidential Information

Milestones

Company Logo



**September
2019**

First Tender Bid for Surya Location Solar under Govt. Subsidy Scheme.



**December
2021**

Served over 1000 customers with over 3.5Mw of Solar Installation.



**August
2023**

Served over 2500 Customers with over 8MW of Solar Installation.



**August
2023**

Opening our Branch Office in the city of Indore, Madhya Pradesh, India.



**August
2023**

Introducing Solar Panels and Inverters under Company Name Brand

Growth Roadmap

Company Logo

Phase I

First and Second Year of Operations:

120MW of Solar Projects – ₹480Cr

120MW of Solar Panel Sales - ₹240Cr

Target Revenue by 2nd Year - ₹720Cr

Phase II

Second to Fourth Year of Operations:

240MW of Solar Projects – ₹960Cr

240MW of Solar Panel Sales - ₹480Cr

Target Revenue by 4th Year - ₹1440Cr



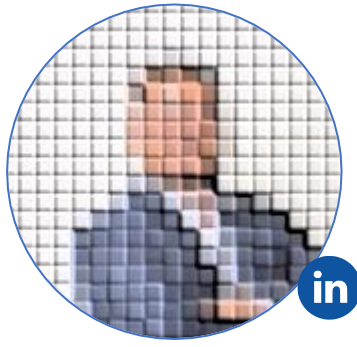
Management Team

Company Logo



Name,
Position

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Name,
Position

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Name,
Position

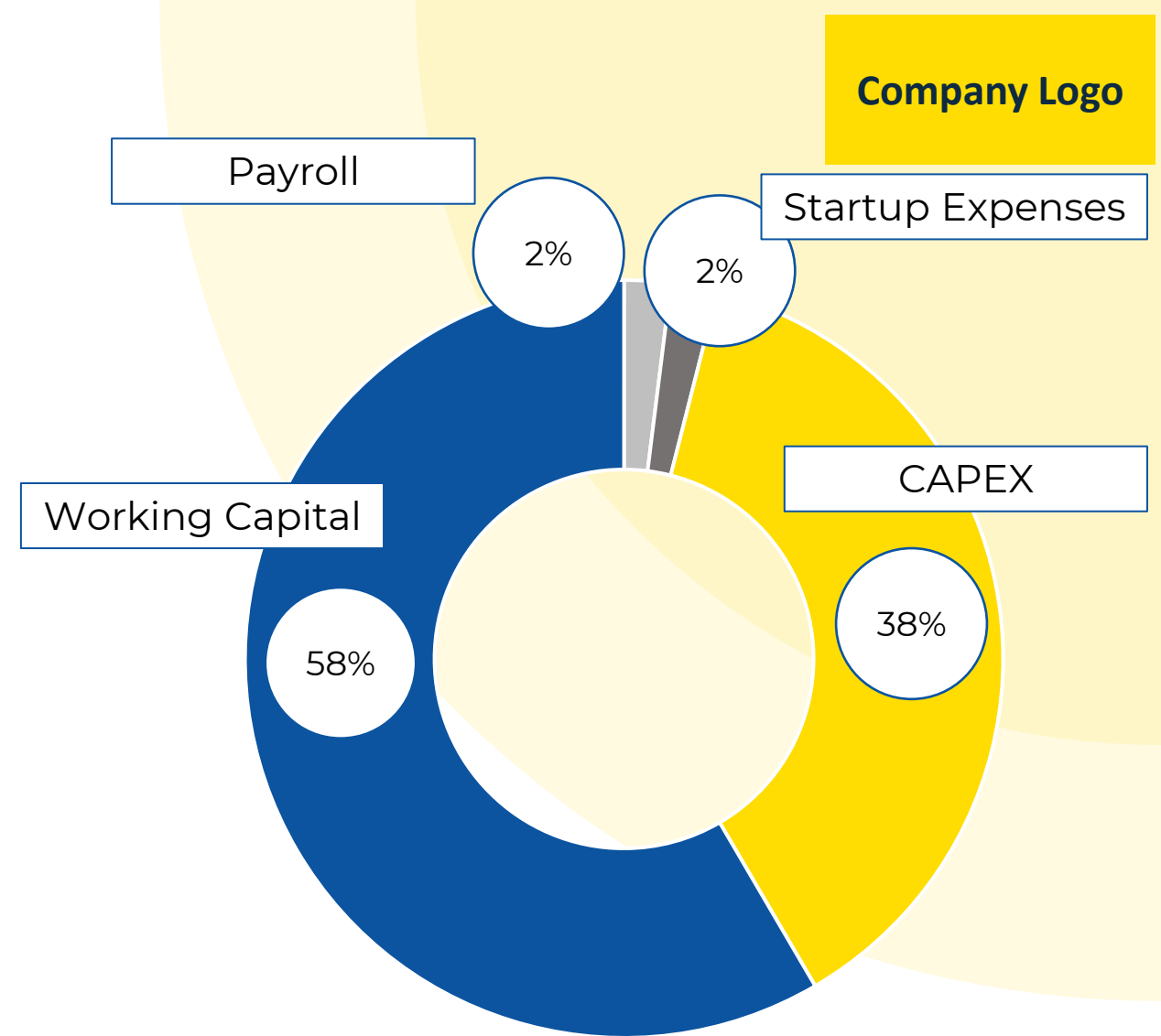
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Fund Raise

Company Name Energy is raising:

Total Funding – **₹122Cr INR (\$14.5 Mn)** to build and start operations of a solar panel manufacturing plant in India.

We are looking to raise capital in a 65% Equity and 35% Debt ratio.

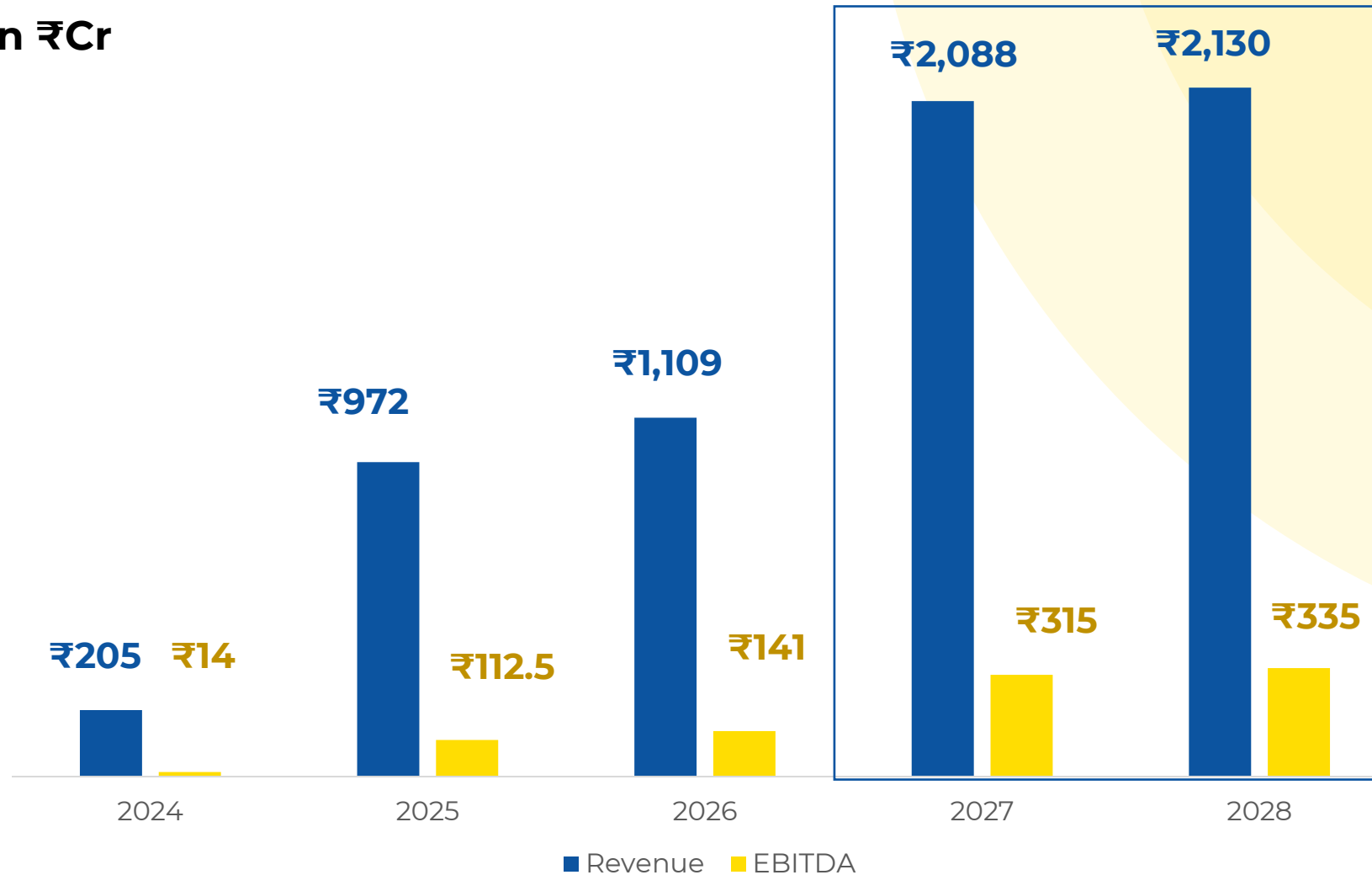


Financial Overview

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We plan to double our capacity in the 4th year of Operations

in ₹Cr



Exit Strategy

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Further Funding Rounds



Funding rounds can be followed by Series A, B and C, more which can provide exit criteria for investors.

Merger or Acquisition (M&A)



Management Buyout or Merger with a competitor or Acquisition by a Bigger Corporation.

Initial Public Offering (IPO)



Building a public-ready Company 8-10 years with 20x ROI.



Thank You!

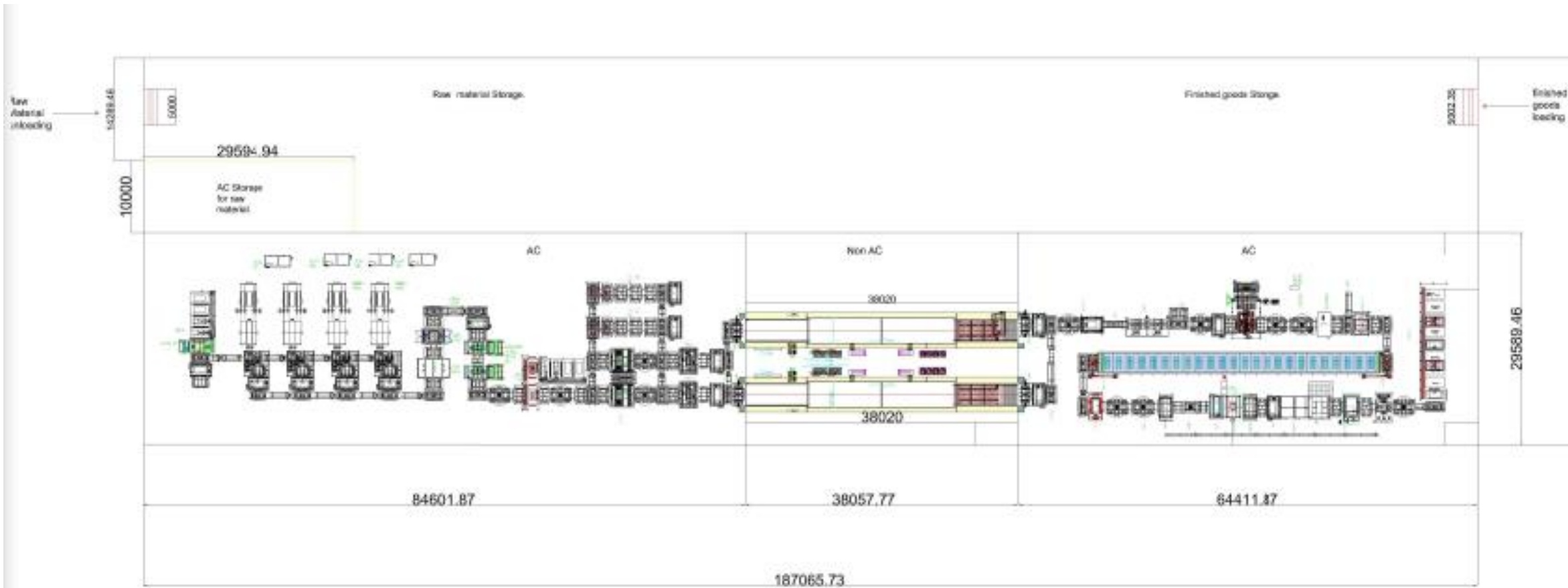
Contact Information



Contact details



Solar Panel Manufacturing Plant Layout



Floor Plan