



GREENON ENERGY

Your Solar Rooftop Partner



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Transaction Overview

Looking to raise capital for business expansion, technology advancement and become an end-to-end solar power developers for private and government organizations.

Envisions to expand its asset portfolio by adding solar power plant assets in industrial, commercial , institutional and government organization.

Building up an e-commerce platform to boost home solar solutions for the residential sectors.



Business Plan

Business plan- solar residential market

- 1. Designing an e-commerce website for one stop end to end solution for residential customers for solar.**
- 2. The product that will be featured on the website will be a compact small scale solar power plant suitable for residential customers.**
- 3. The solar power plant product is designed as a modular design that can be installed on any roof with available space.**
- 4. The website will have a feature of self solar assessment technique where customers can just put simple inputs like the roof area and the electricity amount and the website will automatically assess and evaluate the capacity of solar power plant that can be installed on their premises.**
- 5. Once the assessment report of the solar power plant is completed the website will automatically recommend the appropriate and desired product that the customer should buy.**
- 6. The consumer can directly buy from the website and the product will be delivered to him/her within a span of 10 days.**
- 7. With the efficient logistic and warehousing system the consumer will have the perfect idea of the tentative delivery date of the product via email and SMS.**
- 8. Once the product is delivered to the concerned person, our DBMS system will be updated about the delivery of the product and notify the installation team to install the product at their premises.**



Note:- As per our observations and research, the above plan will have limited marketing expenditure and limited operating cost. With this the idea of digital India is promoted in the right way for the customer end to end satisfaction.

Executive Summary



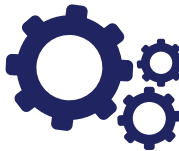
Started in year 2015, it is a venture promoted by veteran professionals with 35+ year of proven experience in the renewable energy sector.

Offering services in developing rooftop and ground-mounted solar power plants in order to provide cheaper and electricity solution to our clients.



A Technology enabled company with key enablers of data monitoring of the power produced from solar power plant.

- **Monitoring the performance ratio (PR) and Capacity Utilization Factor (CUF) of the solar power plant by comparing the energy produced from solar with the radiation (GHI) available at that time.**
- **Auto generated reports with client login to see real time generation of the solar power plant in order to monitor the electricity units (kWh) consumed from solar for an accurate and ethical billing system.**
- **Weather Monitoring System (WMS) enables us to optimize the performance of the solar power plant in order to ensure the generated units (kWh) for our investors and clients.**



Using of latest gadgets like data logger, WMS System, Scada , Smart String/Central Inverters, RFIT tag of solar panels to manage the performance of solar power plants in an efficient manner.



We provide 24hrs breakdown service, in case of any fault in the operation of the solar power plants



Key Services & Operating Segments

Serves companies across Industrial, Commercial and Government sectors. Key sectors contributing to revenue include~

- Power and Energy sector - 21%
- Government Institutions - 12%
- Automotive ~ 12%
- Healthcare ~ 12%
- Food & Beverages (Cold Storage) ~ 5%G
- Others - 38%

Service Offerings include-

EPC (CAPEX)

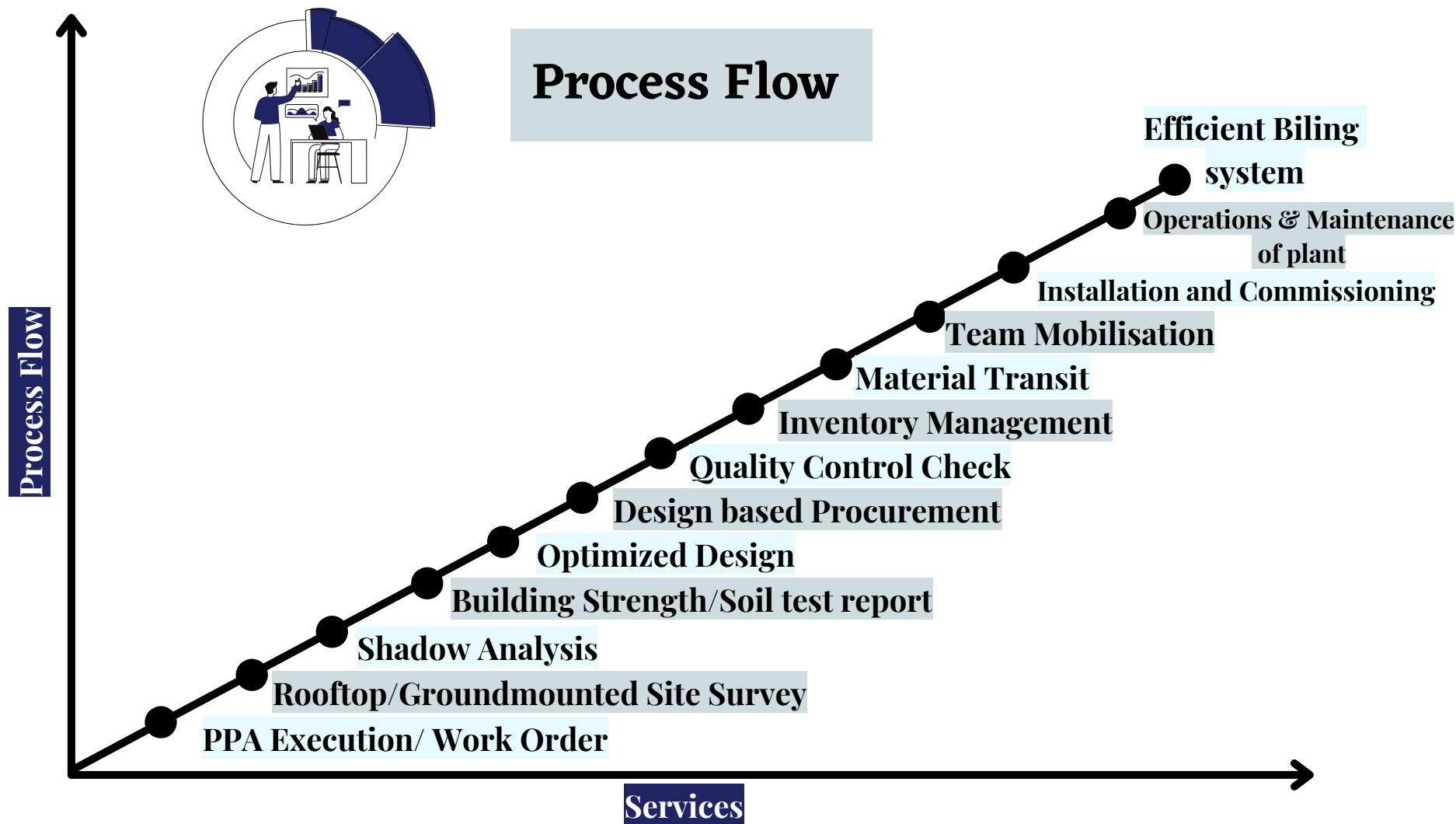
- Survey
- Design
- Inventory Management
- Quality Control Policy (QCP)
- Efficient Procurement
- Environmental Hazard Safety (EHS) Measure
- Installation and Commissioning
- Net Metering Liasoning
- Other Government Liasonings - CEIG

RESCO (OPEX)

- Survey
- PPA Sign In
- Design
- Inventory Management
- Quality Control Policy (QCP)
- Efficient Procurement
- Environmental Hazard Safety (EHS) Measure
- Installation and Commissioning
- Net Metering Liasoning
- Other Government Liasonings-CEIG
- EBS (Efficient Billing System)

Value Added Services

- Data Monitoring
- Operations and Maintenance
- BiWeekly cleaning
- Joint Meter Reading (JPR)
- Performance Optimization
- FCP (Full checkup of Plants)
- DeRating Analysis



Efficient Billing System Process Flow

Data
Monitoring

Online Data
extraction from
Data Logger

Total Energy
consumed/produced
from Solar

Online App
based JMR

Auto generated
bill and Auto
E-mailer Billing
System

Solar Operations Snapshot



LOCATION PRESENCE

Delhi NCR

Dehradun

HP

Jammu & Kashmir

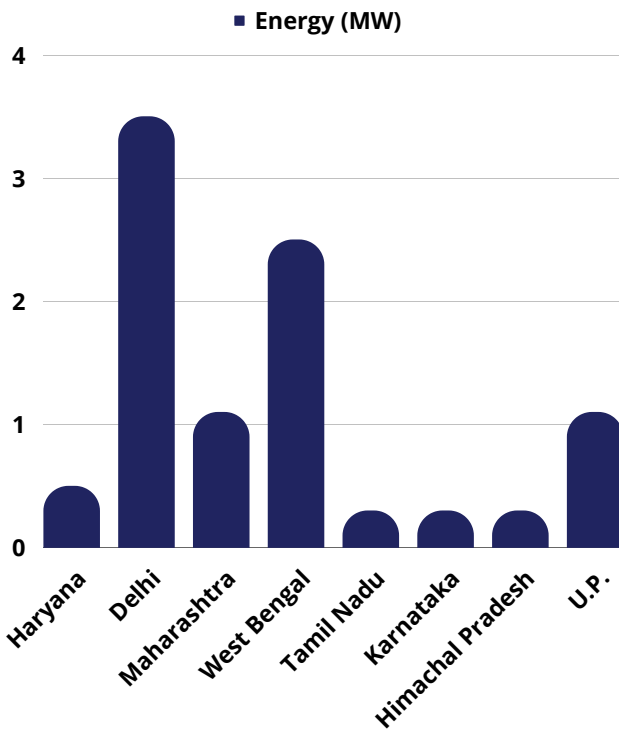
Kolkata

Ranchi

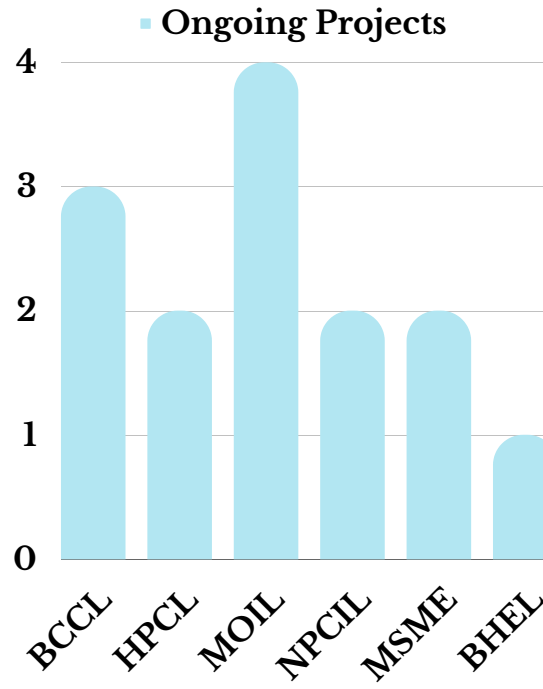
Solar Operations Snapshot

- Total solar capacity of our company annually is 10MW.
- Average requirement from client is between 100-500kW per site.
- Manpower deployment is 7-8 per installation site.

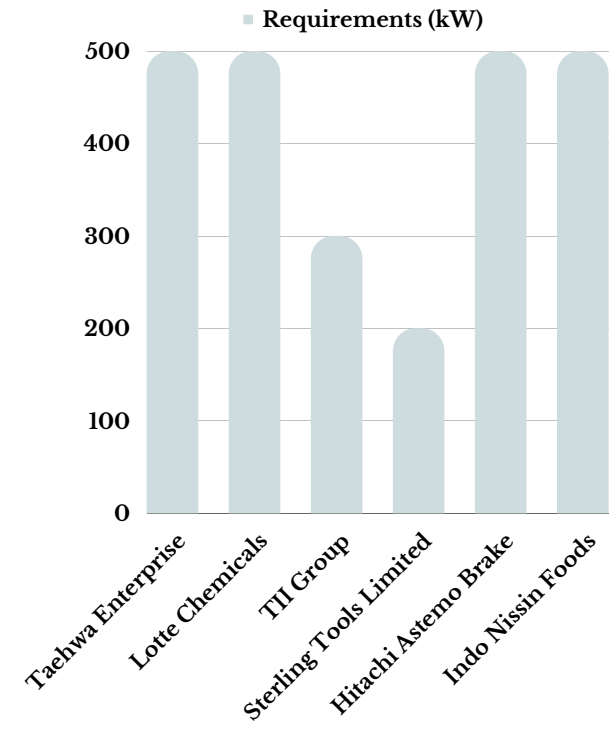
State-wise Installation



Current Clients



Pipeline of new Prospects



Clientele



Southern Railway



MICRO, SMALL & MEDIUM ENTERPRISES
सूक्ष्म, लघु एवं मध्यम उद्यम



Atria Power
Renewable Energy



Coal India Ltd



SAEL



SWOT Analysis

STRENGTH

- Experienced leadership
- Future Based Technology
- Solid Business Pipeline
- Already Identified Lead Generation
- Strong Market credentials

WEAKNESSES

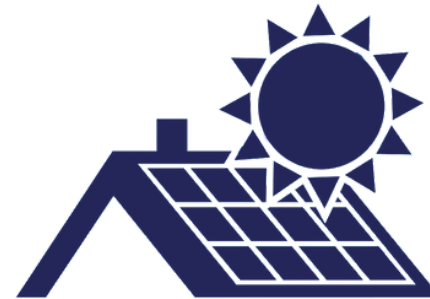
- Lack of funds
- Small team & Network
- Shortage of middle level leaders
- Limited vendor base
- Shortage of skilled labour

OPPORTUNITY

- Strong Growth prospect as per plan
- Industrial growth as per historic data
- Low market share
- Make in India initiative
- Mission COP26 enables solar as one of the renewable energy source to reduce carbon emission.

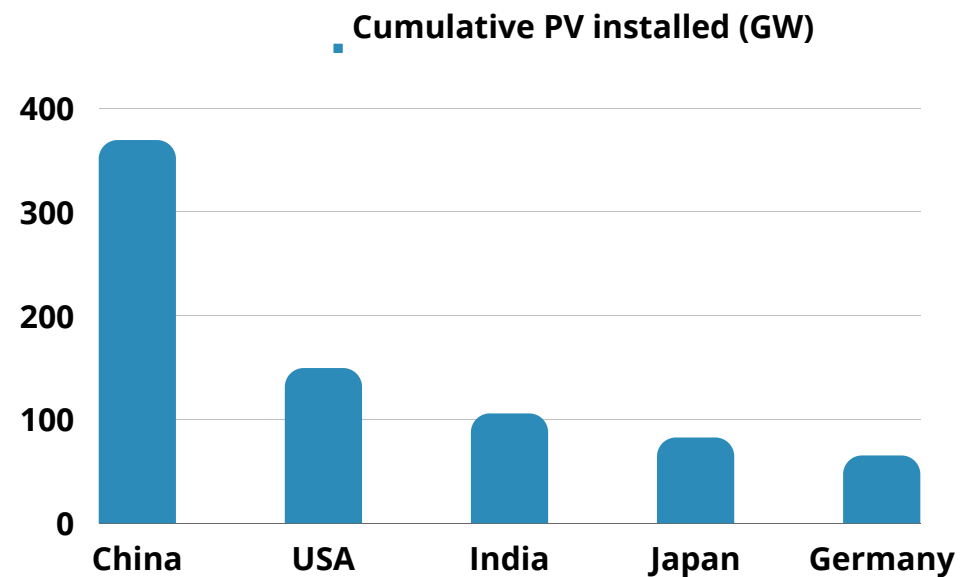
THREATS

- Trade dispute with China
- Rising demand causing rising inflation
- Frequent change in GST rate
- Reducing government subsidy benefits
- Imposition of additional govt. taxes & duties.



Industry Overview

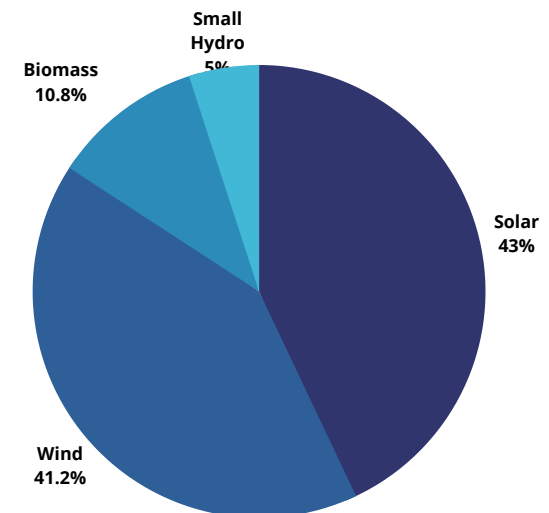
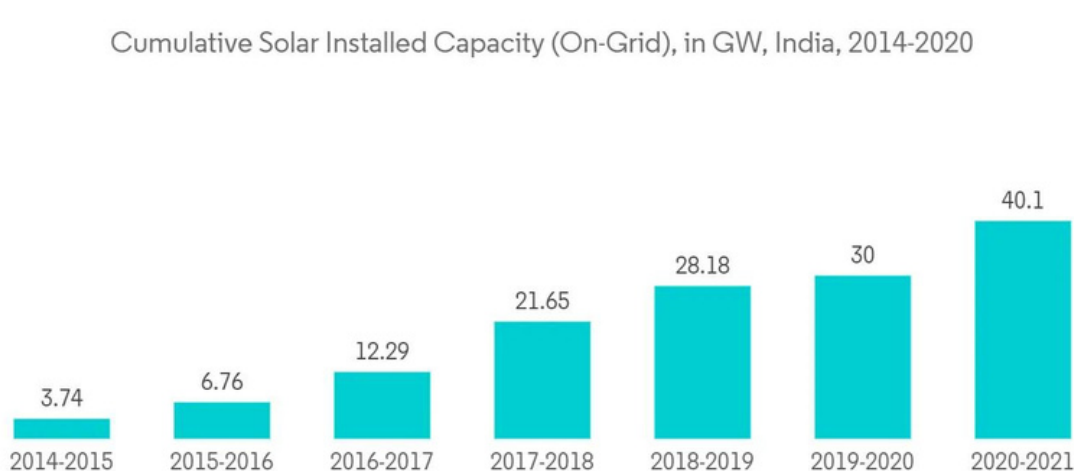
- Indian rooftop solar market has grown rapidly at a CAGR of 88% in the last 5 years.
- A total capacity addition of 18.8 GW is expected in the next 5 years at an average growth rate of 40%.
- India was ranked 5th in solar power installed capacity, as of 2020.
- The country has identified renewable energy potential, such as solar and wind, in decarbonizing the economy and meeting targets as per the Paris Agreement. Moreover, the Government of India has been working toward increasing the share of renewables in the country's energy mix.
- India holds the 3rd rank in cumulative annual PV installations by country, 2001-2024E. (GWdc)



Key investment highlights

- Renewable energy has multiple segments like solar, hydro, wind, biomass, etc, the key segment being solar having 85% of the total renewable energy sector.
- At present, while investment in renewable energy sector is growing, the inflow of renewable energy funds stands at approximately ~\$14 bn per (3 year average) year as opposed to the required ~\$35 billion per year for the next 10 years.
- Investments made in different sectors of renewable energy in India accounted about 10.8 billion in 2021 with solar sharing a high chunk of the investment.

Cumulative Solar Installed Capacity (On-Grid), in GW, India, 2014-2020



Industry Investments & Traction

Target Company	Investors	Investment Size	Segment	Other Info
Adani Green Energy Ltd.	Hero Future Energies	USD 136.20 million	Solar	Plan to acquire a 250 MW solar power project
Tata Cleantech Capital Ltd.	Japan International Cooperation Agency	USD 90.31 million	Renewable energy	Renewable energy production, e-mobility solutions and energy conservation
Freyr Energy Services	Total Carbon Ventures, Schneider Electric Energy Access India, C4D Partners	USD 2.3 million	Solar	Funds raised to accelerate growth and further enhance customer experience
Amplus Energy Solutions Pvt. Ltd.	I Squared Capital	USD 150 million	Solar	Funds used to expand operations in India and Asia.

Competition Summary

Major Players	Business Sector	Sales Turnover (INR Cr)	EBITDA Margin %
Amplus	Renewable Energy sector	471	738.30
CleanMax	Renewable Energy sector	291.54	60.91
CleanTech	Renewable Energy sector	9447.9	21.04
ReNew	Renewable Energy sector	5943	38.91

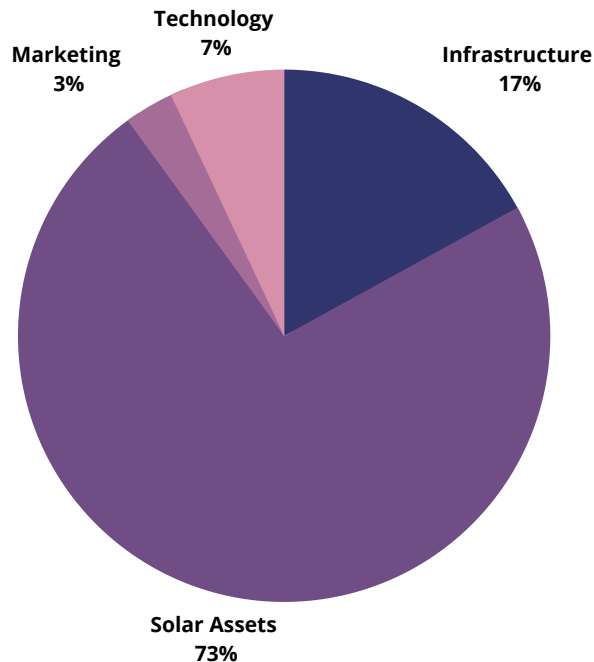
Transaction Rationale

RAISING FUNDS

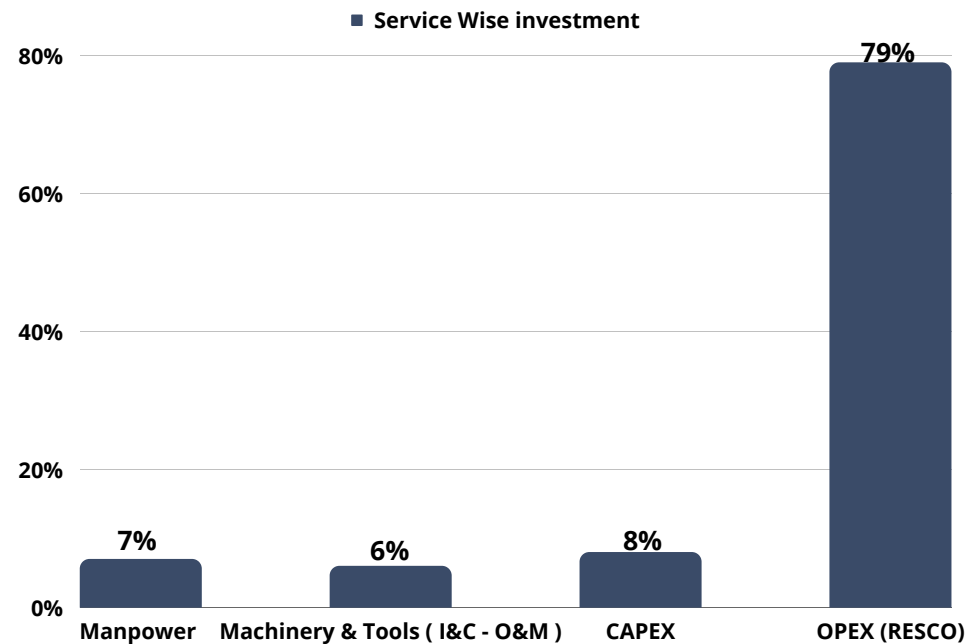
Management aims to raise \$3mn (INR 20Cr in phases) for:

- Increasing the number of solar assets for the 15 years/20 years PPA signed with Private and Government sectors.
- Infrastructure development for operation and maintenance of the solar power plant.
- Oversees Expansion to ME and SEA countries.
- Investment in technology and automation to reduce capital and operating expenditure in order to get greater returns than expected.

Utilisation Breakup of Funds



Service Wise Breakup of Funds



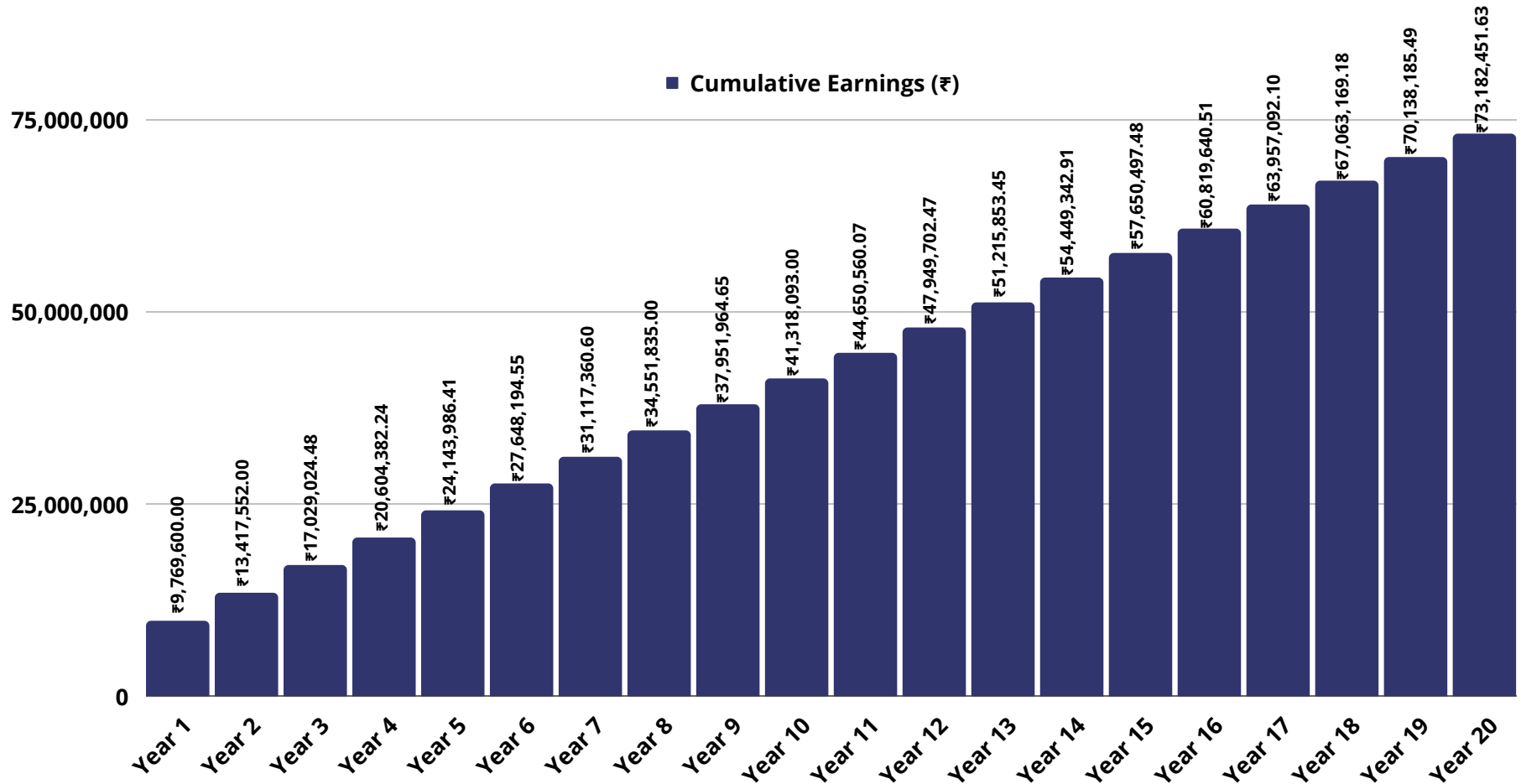
Transaction Rationale

WHY FUND THIS VENTURE ?

- Seasoned Leadership with hands-on experience.
- Wide Renewable energy credentials enabling us to be eligible for majority of the Government tenders.
- Wide present project portfolio increases the goodwill among perspective clients.
- Limited competition in the market.
- Guaranteed and Assured returns with an IRR of upto 20%.
- Long term assured earnings of upto 20 years.
- Structured Business Growth.
- Steady and Increasing growth can be seen in the market of solar over the years.
- Benefits in income tax through 40% of Accelerated Depreciation.



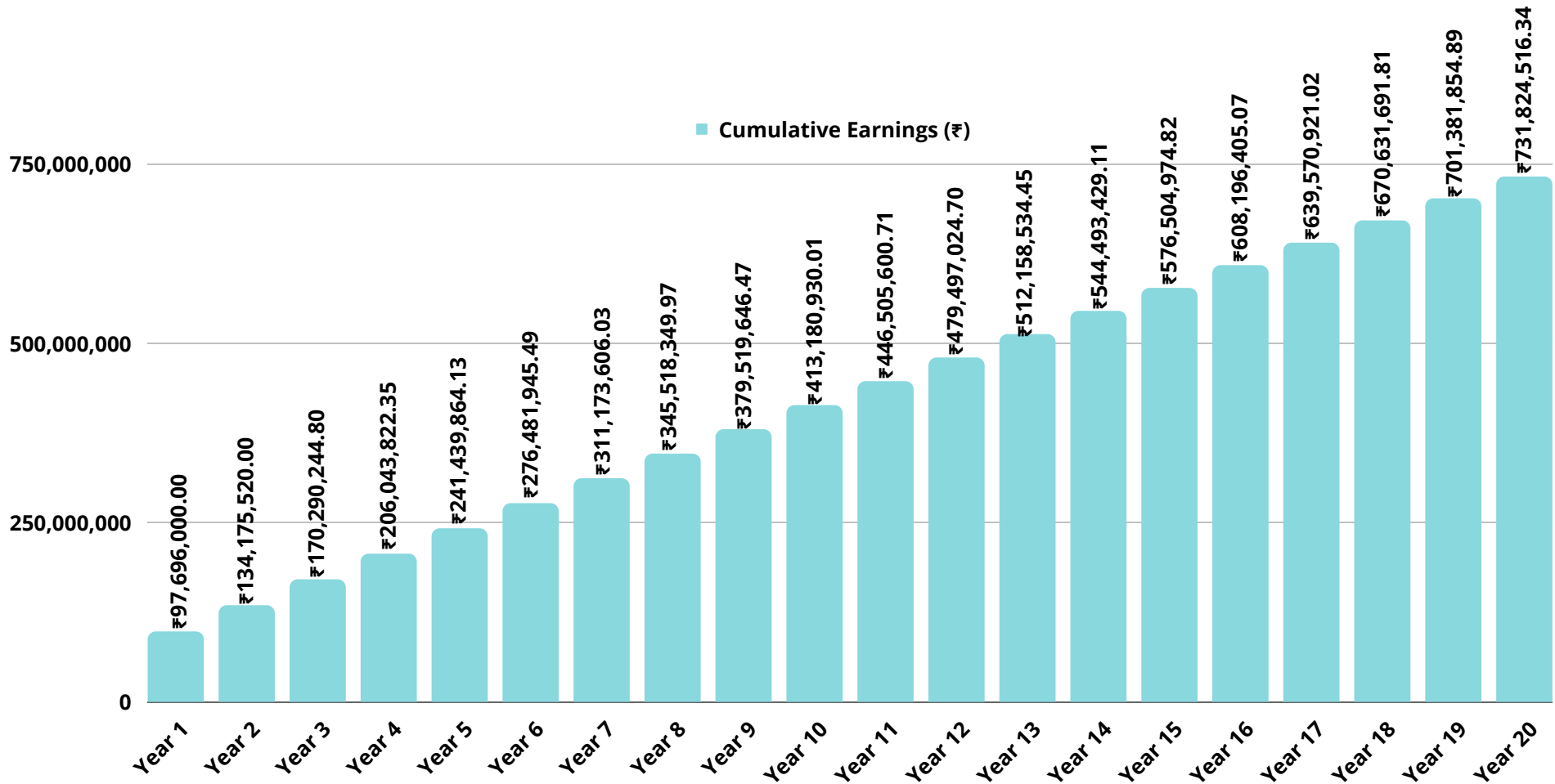
Financial Summary



Projected Cumulative Earnings - 20years

- Assured revenue from the investment in solar assets with IRR upto 20%
- Breakeven achieved from a single solar asset investment within 4years and giving profit returns till the next 16 years.

Financial Summary



Projected Cumulative Earnings - 20years

Investment required is ₹20,00,00,000/- and you will recover the same within 4 years with considering depreciation. The investor will achieve an IRR of upto 20%.

Total revenue that you will earn in 20 years- ₹73,18,24,516/-

Valuation

The Valuation range is estimated between INR 35-40Cr.

Growth assumption is based on-

- Increase in number of solar assets and revenue generated from them
- Growth in Provision of Value Added Services include-
 1. Data Monitoring
 2. Operations and Maintenance
 3. DeRating Analysis
- Growth in Technology of solar which would increase the generation output from the solar power plant in the near future.



Thank You

