

Residential Solar Rooftop Market in India

# Go To Market-Strategy

**ECOZEN**

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# Market Size Overview: Residential Solar Rooftops in India

## How Big Is the Market?

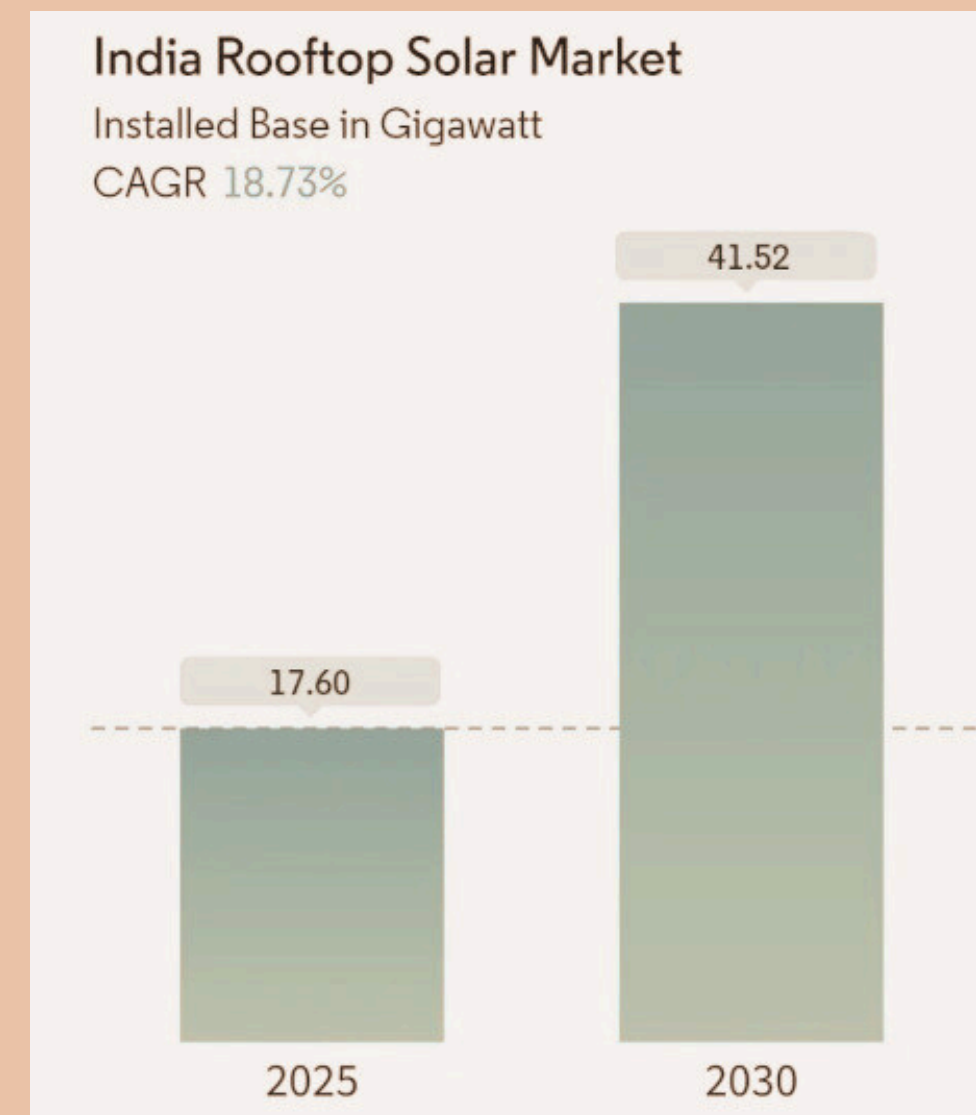
- The residential solar rooftop market in India is growing fast—around 15-18% every year. By 2030, it's expected to be worth \$4.5 billion.

## What's Driving the Growth?

- Solar panels are much cheaper now—prices have dropped by 40-50% in the last decade.
- Government support, like subsidies of up to 40% through the Rooftop Solar Scheme.
- Rising electricity bills and growing awareness of clean energy benefits.

## Where Is the Demand?

- Top States: Gujarat, Maharashtra, Tamil Nadu, and Rajasthan lead the way due to sunny climates and supportive state policies.
- Key Customers: Households in Tier 1 and Tier 2 cities with steady incomes and their own rooftops.
- Solar energy is becoming an affordable and smart choice for Indian homes, and the market is ready to shine!



# Ecozen Residential Solar Rooftop System

**A high-efficiency solar energy solution for Indian households**

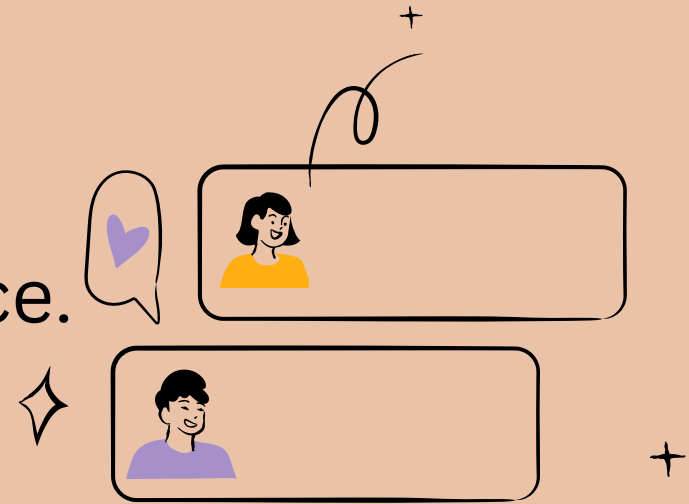


## Problems it solve:

- Reduces the use of fossil fuels and contribute to cleaner environment.
  - Reduces dependency on grid and reduces electricity bills.
  - Provides energy independence with optional battery storage.
  - Compensate for power shortages in many states.
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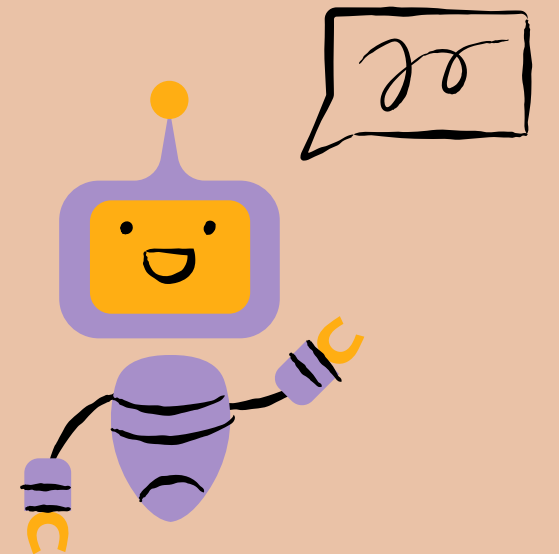
# Target Customers:

- 1) Urban/Suburban area - **Individuals who owns houses** with sufficient rooftop space.
- 2) **Environment conscious people.**
- 3) People living in where **electricity costs are high.**
- 4) People living in areas having **frequent power outages** (rural areas or semi urban areas).
- 5) Individuals who are **government subsidy beneficiaries.**
- 6) Residents living in societies and communities interested in **shared solar installations.**
- 7) People who are **eager to adopt to technology.**



# Pain Points:

- 1) **High electricity bills** make people to seek for alternatives like solar installations.
- 2) The **high initial installation cost** discourages customers to adopt to it.
- 3) **Lack of Awareness** about solar energy benefits.
- 4) **Frequent power outages** in areas increase demand of solar installations.
- 5) Some customers fear for the **maintenance and repairs** of solar systems.
- 6) Some worry about **insufficient space** for installation.
- 7) Some worry about **complicated loans and ROI**(Return on Investment).





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## Ideas to solve these Pain Points:

### 1) Start Small, Grow Big

We will offer solar systems that can start small and can expand as per energy needs. This will make it easier for families to start without fear of high initial installation costs.

### 2) Easy Financing

We can partner with banks and NBFCs, so that we can provide EMI options to customers and also even zero-down-payment options. No need to worry about complicated loans.

### 3) Stay in Control with Smart Monitoring

We can create a mobile app for getting alerts if maintenance or any repair is needed. No need to worry about consistent maintenance and repairs.

### 4) Save Together

We can use easy to understand ROI calculators to show how much we can save with solar. And also host webinars to share about government subsidies.

### 5) We've Got Your Back

We can provide warranty and service guarantee, and make sure system runs smoothly. So that it will provide confidence to customers.

### 6) Power Anytime, Anywhere

For areas having frequent power cuts we can offer battery backup systems, with saving money.

### 7) Fit any space

Even the rooftop is small we can offer them to design solar systems as per the rooftop area to fit.

### 8) Solar for Communities

We can also work with societies to set up shared solar installations to make it more affordable and accessible for entire neighborhoods.



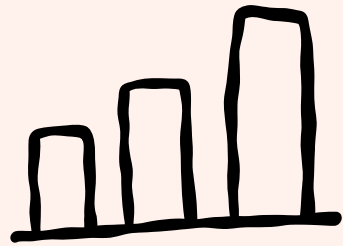
# Competitors

Competitor	Product Offers	USP	Market Share
Tata Power Solar	Complete solar solutions with financing options	Trusted brand nationwide	~15%
Adani Solar	Solar panels, large-scale projects, EPC services	End-to-end integration with low-cost production	~18%
Loom Solar	High-efficiency panels and batteries	Affordable, easy-to-use solutions for the masses	~10%
Waaree Energies	Solar panels and EPC services	Strong manufacturing capabilities	~8%



SWOT Analysis			
Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"><li>• Ecozen have experience in renewable energy and modular design.</li><li>• Innovative, Scalable Products.</li><li>• Modular systems for affordability.</li><li>• Smart Monitoring and support.</li><li>• Real-time tracking and predictive alerts.</li></ul>	<ul style="list-style-type: none"><li>• Lack of established presence in residential sector.</li><li>• Dependence on external financing.</li><li>• Limited visibility compared to larger brands.</li><li>• Scaling Production could be slow.</li><li>• Financing still costly for some.</li></ul>	<ul style="list-style-type: none"><li>• Booming Solar Market in India.</li><li>• Government support for renewable energy.</li><li>• Technological Advancements.</li><li>• Ai and IoT for smarter systems.</li><li>• Global Expansion.</li></ul>	<ul style="list-style-type: none"><li>• Strong Competition</li><li>• Dominance of big players like Tata Power and Adani</li><li>• Technological Disruptions.</li><li>• Risk of changing policies affecting demand.</li><li>• Supply Chain risks.</li></ul>

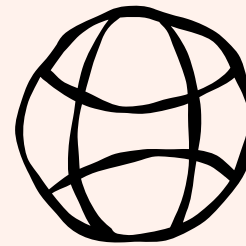
# Goals and KPIs



## Boost Customer Adoption

**KPI 1 :** Track the number of new customers each quarter to monitor growth.

**KPI 2 :** Measure lead conversion rates to ensure our outreach efforts turn interest into action.



## Strengthen Brand Recognition

**KPI 1 :** Monitor social media engagement (likes, shares, comments).

**KPI 2 :** Use surveys to assess brand awareness and track growth in market share.



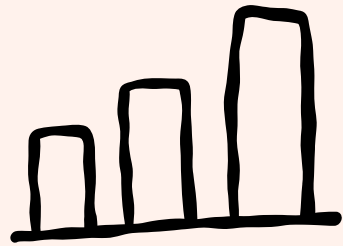
## Make Solar More Accessible

**KPI 1 :** Increase the variety of financing options available to customers, providing flexible payment plans.

**KPI 2 :** Partner with financing providers to lower customer acquisition costs.



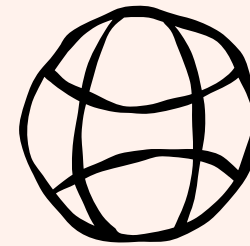
# Goals and KPIs



**Build Customer Loyalty  
and Retention**

**KPI 1 : Track satisfaction levels  
through Customer Satisfaction and  
NPS Metrics.**

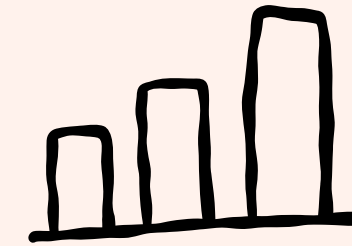
**KPI 2 : Measure the percentage of  
customers renewing their service  
contracts.**



**Expand Our Reach**

**KPI 1 : Track the number of new  
cities or regions we enter.**

**KPI 2 : Measure growth in  
partnerships, such as  
collaborations with housing  
societies.**



**enhance operational  
Efficiency**

**KPI 1 : Shorten the time it takes from  
placing an order to completing the  
installation.**

**KPI 2 : Improve response times for  
maintenance requests and ensure  
high system uptime**

# Status Log

TASK	ACCOUNTABLE	DEADLINE
Market Size Estimation	Research Team	Month 1
Product Specification Design	R&D Team	Month 3
Finalize Pricing Strategy	Finance Team	Month 3
Launch Marketing Campaign	Marketing Team	Month 6



# Marketing Channels

## Digital Marketing

We will meet our customers where they spend their time online.

- Run engaging social media ad platforms like Instagram, YouTube, LinkedIn.
- Use Google Ads and SEO to ensure we appear when customers search for solar solutions.
- Launch personalized email campaigns to share promotions, updates.

## Content Marketing

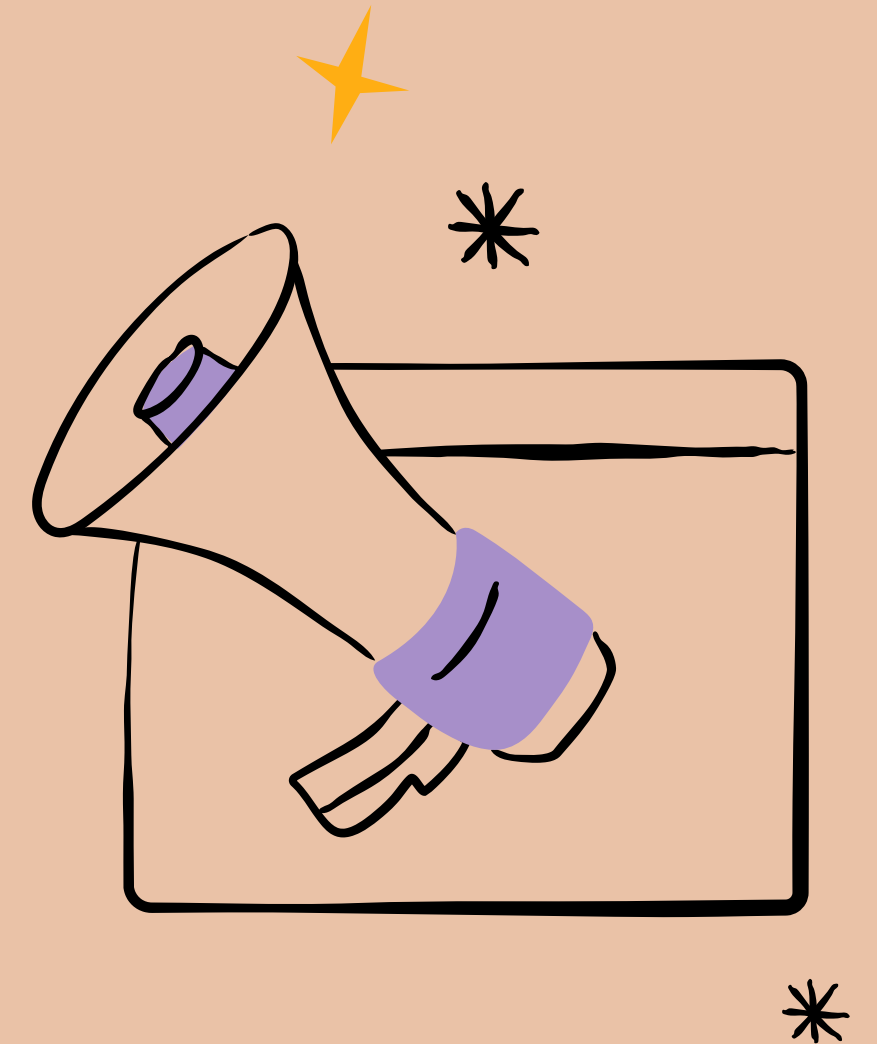
Building trust through education and storytelling

- Publish blogs and videos highlights benefits and showcasing installation process.
- Share product demo videos or real customer videos to gain customer confidence.

## Partnerships

Collaborating to make solar energy more accessible

- Partner with housing societies and NGOs to promote sustainable living in communities.
- Establish tie-ups with banks to offer easy financing options for customers.



# Marketing Channels

## On-Ground Activations

Creating a local presence to engage directly with communities

- Organize community workshops to educate hometowns.
- Participate in renewable energy expos to connect with eco-conscious consumers.

## Referrals and Rewards

Leveraging word-of-mouth and rewarding loyal customers.

- Launch referral programs to encourage existing customers to bring new customers.
- Offer loyalty discounts to show appreciation for repeat customers.

## Traditional Media

Reaching audiences in rural and semi-urban areas

- Advertise in local newspapers and on radio to engage with communities that prefer offline channels



# Journey Map

## DISCOVERING SOLAR WITH ECOZEN

We make it easy for customers to learn about solar through engaging ads and a clear, helpful website.

## THINKING IT OVER

We build trust by showcasing real customer stories, simple comparisons, and flexible payment plans.

## MAKING THE BIG DECISION

We guide customers with free consultations, transparent pricing, and quality assurance to help them feel confident..

## INSTALLATION TIME

We provide timely updates and ensure quick, professional installation to make the process stress-free.

## GETTING STARTED

We keep the onboarding process simple with easy documentation and friendly support.

## LIVING WITH SOLAR

We empower customers with a smart app to track energy usage and offer fast support when needed..

## SPREADING THE WORD

We encourage happy customers to share their experience and reward them with perks for referrals.



*Thank You*