

# **GreenSpark Energy**

**Solar for the Next Billion**



# Overview



GreenSpark Energy is a solar energy startup based in Pune.  
We focus on making clean, affordable solar power available to everyone.

## We Do :

- Install solar panels on homes, shops, and buildings.
- offer **easy EMI options** to make solar affordable.
- **free energy audits** to help people understand their power usage.
- provide an **app** to track solar performance in real time.



# Service Offering

- **Solar Panel Installation** – For homes, apartments
- **Energy-as-a-Service** – No upfront cost for small businesses
- **EMI-Financed Solar Systems** – With 5 years of free maintenance
- **Energy Audits** – Analyze and reduce energy usage
- **IoT Monitoring App** – Track solar performance live

# Unique Selling Points

- ➡ Local targeting using satellite data
- ➡ Clear ROI calculator & zero maintenance
- ➡ MNRE certified & SECI subsidy partner
- ➡ Mobile app for live tracking

## Challenges :

- ↪ Long buying cycle
- ↪ Complex subsidies confuse buyers
- ↪ Low awareness in B2C market
- ↪ B2B deals need case studies and trust
- ↪ Need strong content & educational material

# Objectives:

- **Generate 2,000 qualified leads per month in Tier-2 cities**
- **Reduce Customer Acquisition Cost (CAC):** From ₹2,800 to ₹1,200
- **Increase Website Conversion Rate:** From 0.7% to 2.5%
- **Build Credibility:**
  - Case study videos
  - Testimonials
  - ROI calculators
- **Position LinkedIn & YouTube as Knowledge Channels**
- **Create Trust:** Focus on B2B and B2C trust-building content

# Funnel

**ToFu**

**Awareness**

- Youtube video ad
- Google display ad
- facebook/instagram ad

**MoFu**

**Consideration**

- ❖ Website
- ❖ ROI Calculator
- ❖ Free energy audit offer

**BoFu**

**Decision**

- ❑ WhatsApp-Based Demo & Consultation
- ❑ Case Studies & Testimonials
- ❑ EMI Plans & Government Subsidy Info

# Target Audience

## B2C Audience

**Demographics:** Middle-income families, aged 30-50, primarily concerned about rising energy bills and sustainability.

**Pain Points:** High electricity costs, unreliable power supply, lack of awareness about solar options.

**Motivations:** Desire for long-term cost savings, environmentally friendly solutions, and independence from the grid.

Affordable solar panel installation with financing options, zero-maintenance promise, and an easy-to-understand ROI calculator.

## B2B Audience

- ❑ Small Businesses Seeking Sustainable, Cost-effective Energy Solutions
- ❑ Builders and Developers of Residential Complexes

# B2C Persona: Homeowner - Ramesh

**Name:** Ramesh Patil

**Age:** 42

**Location:** Nagpur, Maharashtra (Tier-2 city)

**Occupation:** Middle Manager in a private firm

**Annual Income:** ₹8,00,000

**Family:** Married, 2 children (ages 10 and 14)

## Background:

Ramesh owns a three-bedroom home and has been living there for over a decade. He's become increasingly frustrated with the rising electricity bills, especially during peak summer months. He's heard about solar energy, but doesn't know much about how it works or whether it's worth the upfront investment.

## Goals and Motivations:

**Save Money:** He wants to reduce monthly electricity costs, which have been increasing steadily.

## Challenges:

**High Initial Cost:** He's concerned about the upfront investment required for solar panels.

## Values:

**Family First:** Wants a solution that will make his family's life easier and more affordable.



# B2B Persona: Small Business Owner

**Name:** Arun

**Age:** 47



**Location:** Indore, Madhya Pradesh (Tier-2 city)

**Occupation:** Owner of a small manufacturing business

**Annual Revenue:** ₹50,00,000

**Employees:** 30-40

**Background:**

Arun runs a small factory that operates 24/7. He's dealing with high energy costs that are impacting his bottom line. Additionally, the frequent power outages affect his business productivity, and he's looking for an energy solution that will provide cost savings and stability.

**Goals :**

**Ensure Business Continuity:** Arun needs a reliable energy source that won't be affected by local power cuts.

**Challenges:**

**High Energy Consumption:** As a manufacturing business, energy costs are one of the highest overheads.

**Values:** Reliability: Needs a stable energy source to avoid disruptions in production.

## STRENGTHS

- Hyperlocal Targeting with Satellite Data
- Flexible EMI & Zero-Maintenance Promise
- MNRE Certified & SECI Partner
- Experienced Team (Engineers + Consultants)

## WEAKNESS

- High Customer Acquisition Cost (₹2,800 per lead)
- Low Consumer Awareness
- Complexity in Subsidy Processes
- Limited Brand Recognition
- Technology Dependence

# SWOT

## OPPORTUNITIES

- Growing Demand for Renewable Energy in Semi-Urban India
- Digital Marketing in Local Languages
- First-Mover Advantage in Smaller Cities
- Government Subsidies & Policy Push
- Partnerships with Housing Societies & Local NGOs

## THREATS

- Competition from National Players
- Changing Government Policies/Subsidies
- Economic Downturns / Financing Restrictions

# PESO



## paid

- Google Search Ads
- Facebook/Instagram Video Ads
- YouTube Ads
- Meta, linkedin

## Owned

- Website
- Blog
- YouTube Channel
- Email Newsletter

## Earned

- Press Coverage
- Influencer Endorsement
- Customer Reviews
- Social Shares

## Shared

- Instagram Reels
- Facebook Comments
- LinkedIn Engagement

# Marketing Strategy

## Awareness Campaign

**Slogan:** "Your Rooftop = Your Power"

**Objective :** solar energy's benefits—cost-saving potential

Platforms : **Google Ads**, **YouTube**, and **LinkedIn**

## WhatsApp-Based

Objective: Provide a personal touch

Action: WhatsApp to follow up

## Lead

Objective : Leads

clear CTAs ,

Create **educational blogs**, **videos**, and ROI calculators to build trust and guide users toward conversion.

## Remarketing

Objective: Re-engage potential customers

Action : 90-day decision cycles

Message: leads to return and complete the conversion.

## CRM Automation

- Lead Capture
- Automated Welcome Email
- Drip Email Campaign
- Lead Scoring and Segmentation
- Ongoing Engagement

# Competitor research

## Competitor :

- ❑ Power solar
- ❑ Loom solar
- ❑ ZunRoof
- ❑ Green Spark

## Paid media is:

- ✓ Google search ads
- ✓ Youtube ads
- ✓ Linkedin ads
- ✓ Meta ads

## Keywords:

- mg charging station
- tp renewable microgrid
- charge and drive charging station
- power job vacancy
- job vacancy for freshers
- thermal power plant project
- power vacancy
- mg ev charging stations
- power solar careers
- power electricity bill

# SEM - Search Engine Marketing

## Objective :

The digital marketing plan for solar panel systems aims to increase both production and sales through various online strategies, while also promoting solar energy as an eco-friendly and sustainable power source. The project seeks to achieve short-term and long-term goals in the green energy sector.

- ✓ Market Research
- ✓ Social Media & Online Advertising
- ✓ SEO & SEM
- ✓ Content Creation & Multimedia
- ✓ User Accessibility

# SEM

## Website's Visibility

With **Google Ads**, you can make your solar panel website appear at the top of the search results when people search for things like "buy solar panels" or "solar energy solutions." This means more people will see your website first, increasing the chances they'll click and learn about your solar products.

## Target the Right Customers

With SEM (Search Engine Marketing), ads are shown only to people who are already searching for solar energy products, like "solar panel installation" or "best solar systems." This way, you're reaching people who are interested in what you offer, making it more likely they will visit your website and potentially buy from you.

## Quick Results

Unlike organic SEO, which can take time to improve website's ranking on search engines, paid SEM ads give you immediate visibility. As soon as you launch ads, solar panel business appears at the top of search results, bringing more visitors to website right away.

## Use the Best Keywords

When running SEM ads, choosing the right keywords is very important. Keywords are the words or phrases people type into Google when searching for something. For example, using keywords like "buy solar panels" or "solar energy systems" ensures that your ads show up to people who are already interested in products like, making them more likely to click on ad.

## Measure and Improve Performance

With SEM, you can track how your ads are doing—how many people are clicking on them, visiting site, and even buying solar panels. This allows you to see what's working and what's not. If some ads are not performing well, you can quickly change them to make them more effective, improving results over time

# SEO- Strategy

1

On-Page

2

Off-Page

3

Technical

4

Google PageSpeed

5

Search Console

## On page SEO:

### Page Topic :

Solar panel installation for 2- cities in india

SEO Goal:

Increase search visibility, reduce CAC, improve landing page conversion rate

### Title Tag & Meta Description:

- Solar Panels for Homes & Businesses | GreenSpark Energy

### Meta Description:

- solar panels with zero upfront cost. EMI, subsidy support & ROI tools for homes and small businesses.

### URL:

[www.greensparkenergy.wordpress.com](http://www.greensparkenergy.wordpress.com)

### H1:

- Affordable & Smart Energy for Your Home or Business

### H2:

- Get a Free Energy Audit + ROI Report for Your Rooftop

### H3:

- Certified by MNRE & SECI Partnership



## ➤ Content structure :

1. H1, CTA button: Book free solar audit
2. Tier-2 focus, subsidies, live performance tracking
3. EMI, maintenance, audit, app, supporting
4. Whatsapp+lead form +callback requested

## Platforms:

1. Website
2. LinkedIn
3. Youtube
4. Blog post
5. Whatsapp

### Page Title

Solar Panels for Homes & Businesses | Green Spark Energy

✓ Page title is **531** pixel(s) long — Your page title is an acceptable length.

### Meta Description

solar panels with zero upfront cost. EMI, subsidy support & ROI tools for homes and small businesses. Serving Tier-2/3 cities. Free audit today!

✓ Meta description is **860** pixel(s) long — Your meta description is an acceptable length.

NEW POST

#OOI



## HOW GREENSPARK ENERGY MAKES SOLAR EASY

We provide end-to-end solutions: from free energy audits and customized ROI calculators to hassle-free installation with zero upfront cost and 5-year maintenance. Our IoT-enabled monitoring app helps you track your solar system's performance live. To see real success stories, check out our Case Studies from satisfied customers across Tier-2 cities.

#### Want to Know If Solar is Right for You?

If you're still unsure, read our latest Blog Post on Choosing the Right Solar System that helps you understand the types of solar panels and financing options available.

Solar energy helps reduce electricity bills, lowers carbon footprint, and provides a reliable power source even in areas with unstable grids. Plus, with government subsidies and EMI-based financing options, going solar is easier than ever.



Learn more about these subsidies in our detailed Subsidy Guide for Solar Energy.

## WHY SOLAR ENERGY IS THE BEST CHOICE FOR TIER-2 CITIES IN INDIA

• greensparkenergy.com

# OFF Page SEO

Engage with your audience on social platforms, building awareness, and driving traffic. Social signals (likes, shares, comments) can indirectly influence SEO rankings.

Reach out to eco-conscious influencers or content creators who have a strong following in the sustainability of solar energy space. This could include YouTubers, Instagram influencers, or LinkedIn professionals.

- ☐ backlinks from authority sites - Boost domain authority & rankings
- ☐ Build social proof - Increase trust and brand awareness
- ☐ Drive traffic from social/influencers - new users from outside Google search
- ☐ Build relationships - Expand reach and audience

## PDF Title

On-Page SEO Plan for Solar Lead Generation

 PDF title is **409** pixel(s) long — Your PDF title is an acceptable length.

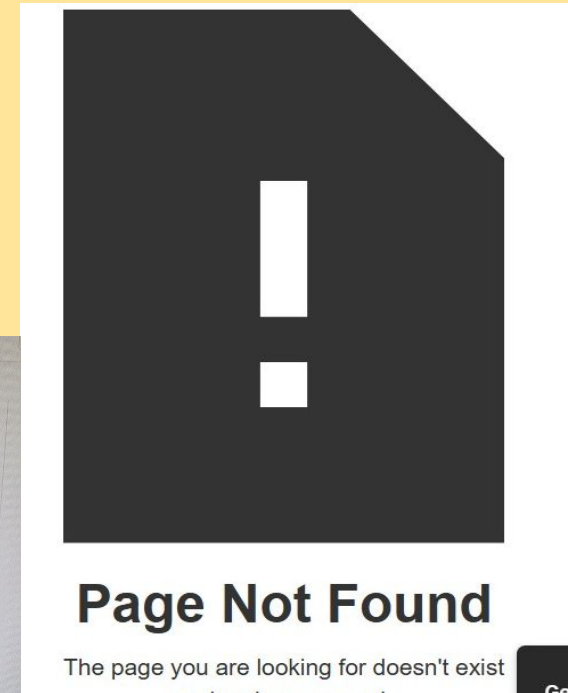
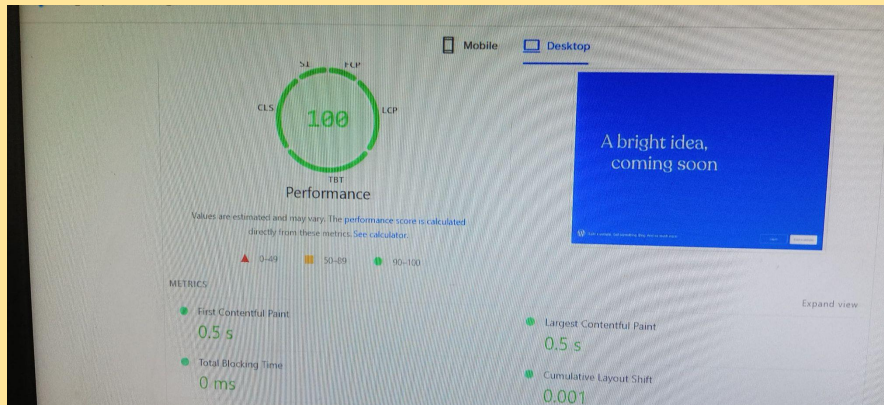
## Select Word(s) to Bold in the Meta Description (separated with spaces)

solar panels with zero upfront cost. EMI, subsidy support & ROI tools for homes and small businesses.

# Technical SEO

Technical SEO refers to the *behind-the-scenes improvements* that help search engines crawl, index, and rank your website better. It also ensures your site performs well for users—loading fast, working on mobile, and being error-free.

- ↪ Website Speed
- ↪ Site is Mobile-Friendly
- ↪ Website (HTTPS)
- ↪ 404 Errors and Set Up Redirects
- ↪ Improve URL Structure
- ↪ Add Structured Data (Schema Markup)



# Google Search Console\_Site Map

Tracking :

- Search queries
- Click-through rate
- Index coverage
- Crawl errors
- Core Web Vitals
- Mobile usability

## SCHEMA:

- ↪ **LocalBusiness** (for each city you serve)
- ↪ **Product** (for solar panel packages)
- ↪ **FAQ Page** (on subsidy & ROI)
- ↪ **VideoObject** (for testimonial videos)
- ↪ **WebPage** (article schema for blog posts)



# Google campaign \_ Search

Type: search campaign

Objective: Lead generation

Goal: 500 Leads/Month from Nagpur

Cost Per Lead (CPL) < ₹1,200

Location : Nagpur

Bid strategy: **Target CPA (Cost Per Action)**

Set initial Target CPA = ₹1,200

Daily budget: 3,000/day [₹90,000/month for 900–1,000 clicks at ₹90 CPC]

Audience:

- Age: 28–55
- Language: Hindi + English
- Income: Middle + Affluent

Market Audiences:

- Solar Energy Solutions
- Home Improvement
- Property Owner

Keyword:

- Buy solar panels Nagpur
- Solar EMI installation Maharashtra
- Green electricity for home India

Ad copy:

No Upfront Cost

EMI with Maintenance

Ads Assets:

Headlines:

- Solar Panel on EMI – Nagpur
- ₹0 Upfront Cost Solar Install
- Free Solar Site Audit

Long headline:

- Get Solar Panels in Nagpur – EMI Plans, Govt Subsidy, and Free Maintenance
- Switch to Solar & Slash Your Bill – ROI Calculator + EMI Available

**Descriptions :**

- Save Big on Bills. 5-Year Maintenance, EMI Plans, Govt Subsidy Support.

Find URL:

<https://www.greensparkenergy.in/solar-installation-nagpur>

Business name: GreenSpark Energy

Campaign name	<input type="text" value="Search -Green Spark"/>
Campaign type	Search
Objective	Leads
Goal	Contacts (Call from Ads, Website), Submit lead forms (Google hosted, Website)

## Bidding

Bidding	Maximize conversions (Target CPA - ₹1,200.00)
Customer acquisition	Bid equally for new and existing customers

## Campaign settings

Networks	Google Search Network, Search partners
Locations	India
Languages	English and Hindi
Audiences	Car Batteries + 6 more

## ● Ad group 1

Solar Panel on EMI – Nagpur | ₹0 Upfront Cost Solar Install | Free...

[Ad](#) [www.google.com](http://www.google.com)

Save Big on Bills. 5-Year Maintenance, EMI Plans, Govt Subsidy Support. Go Solar, Worry-Free. 5-Year free maintenance, flexible payment plans,.

## Summary of how your keywords are performing

	Cost	Clicks	CTR
● Solar panels	₹0.00	0	0.00%
● Solar power system	₹0.00	0	0.00%
● Solar panel price	₹0.00	0	0.00%
● Buy solar panels	₹0.00	0	0.00%
● Home solar panels	₹0.00	0	0.00%

[Keywords](#) [Negative keywords](#)

< 1 / 2 >

# Campaign\_ display

Type: display

Objective: Brand Awareness & Education

Goal: Reach 100,000+ impressions/month

Location: Nashik ,Indore , Solapur

Language: Hindi + English

Bid Strategy : Viewable CPM (vCPM) – Best for awareness

Budget: ₹2,000–₹2,500/day

Audience :

- Solar panel for home
- Govt subsidy for solar panel
- Home energy saving tips

Ad Creative :

1. Static Banners

Assets - Headline:

1. Power Your Home with the Sun
2. Solar EMI Plans – Save Big
3. ₹0 Upfront Solar Install

Long headline:

1. Turn Your Rooftop into Power – EMI Solar + Subsidy Available in Tier-2 Cities

Description:

No Upfront Cost | Govt Certified | EMI & Subsidy Options

Conversion Strategy:

- Impressions
- CTR
- Engaged view ( on site)





## Campaign Review

Campaign name

Display

Campaign type

Display

Objective

Awareness and consideration

### Targeting

Demographics

Age (25 - 34 + 3 more), Parental status (Parent), Household income (Lower 50...

Keywords

solar energy system + 24 more

Topics

Internet & Telecom, Online Communities

Optimized targeting

On



Save Money  
Every Month

No Upfront Cost | Govt Certified  
| EMI & Subsidy Options

Green Spark Energy

Learn More >



# Campaign\_ Video

Type: video ( youtube video )

Objective: Awareness + Engagement

Goal: 50,000+ views/month

Location: Nashik ,Indore , Solapur

Bid strategy: CPV (Cost-Per-View) /₹2,000–₹3,000/day budget

Audience :

- Financial Services (Loan/EMI seekers)
- Solar Energy Solutions
- Smart Home Buyers
- Rooftop solar panel EMI

Retargeting/Lookalikes:

- Website visitor
- YouTube ad engagers
- Form drop-offs or WhatsApp chat abandoners

Video Scripts \_ (in Chatgpt )

## 1. 60-Second Explainer Ad

**Title:** “How Solar Saves You Money Every Month – GreenSpark”

### Script Breakdown:

- **[Scene 1]:** Electricity bill shock  
*“Paying ₹2,000+ on electricity? Every month?”*
- **[Scene 2]:** Rooftop solar animation  
*“Turn your rooftop into your personal power station.”*
- **[Scene 3]:** Benefits highlight  
*No upfront cost. EMI options. Govt subsidy available. GreenSpark installs and maintains everything for you.*
- **[Scene 4]:** Live app demo / IoT tracking  
*Track performance with our mobile app – real savings, real power.*
- **[Scene 5]:** Call to action  
*Click now to check how much solar can save YOU. It’s free.*

## Ads Assets - Headlines

- Slash Your Power Bills
- Solar on EMI – No Upfront Cost
- Free Solar Savings Report

## Long headline:

- Turn Your Rooftop Into Power – EMI Solar + Govt Subsidy Now Available
- Get Solar for ₹0 Upfront – Check Your Rooftop's Earning Potential Now

## Description:

Free Site Audit | EMI + Maintenance | Subsidy Help

Save with Solar – GreenSpark Helps You Every Step

Video Action Ads : clickable CTA

YouTube Shorts -15s

YouTube thumbnail images or storyboards

Retargeting sequence after YouTube ads

# Gmail Remarketing Campaign

Objective: Lead Conversion

Goal: Convert 20% of returning users

Audience Targeting :

- Website visitors
- YouTube viewers
- WhatsApp clickers
- Landing page drop-off

Bid Strategy: target CPA = ₹1,000–₹1,200 to stay within CAC goal

Daily Budget: ₹1,500–₹2,000/day

Platform :

- Google Display
- YouTube
- Gmail Ads



**Ad Format:** Appears in Gmail's "Promotions" tab (mobile + desktop)

**Subject :** Still Thinking About Solar? Let's Help You Decide

**Text:** EMI Plans, ₹0 Upfront, Free 5-Year Maintenance

**Call-to-Action Button :** Book Free Audit Now

**Welcome email :**

**Subject:** Welcome to GreenSpark! Start Saving

**Send :** Immediately after signup

**Educational Email:**

**Subject:** Why Solar? Here's How It Benefits You!

2-3 days after Welcome

**Case Studies/Testimonials :**

**Subject :** 5 days after Educational

# Still Thinking About Solar?

## Let's Help You Decide



0 upfront installation

- ✓ EMI plans with 5-year service
- ✓ MNRE-certified + Subsidy Assistance
- ✓ Free ROI Calculator & Expert Help

You visited GreenSpark recently.  
Still exploring solar?  
Let us help you take the next step:



Check your rooftop potential  
in 60 seconds – it's free!

**Calculator Follow-up :**

**Subject :** Still Wondering How Much You Could Save?

10 days after Case Study

**Conversion Offer :**

**Subject:** Ready to Make the Switch to Solar?

Follow-up

**Confirmation:**

**Subject :** Thank You for Booking Your Consultation

Immediately after booking



# Social media Advertising

Social Media Ads - B2C/B2B solar lead generation

Platform - Facebook, Instagram, LinkedIn (B2B), YouTube

Ad format- Lead form, video, carousel, testimonials

## Awareness

- GreenSpark and the “Solar for the Next Billion” mission
- [Know how much you can save]

## Education

- ROI Calculator Tool
- Government subsidy explainers
- [See how much subsidy you qualify for]

## Lead

- Lead-gen ads with strong offer hooks
- Free Energy Audit
- [Check EMI plans starting ₹1,999/month]

## Follow-up

- Still thinking solar? Let us show you your savings.
- WhatsApp reminders for booked audits
- Engage users in the 30–90-day decision window

# Campaign\_ awareness

## [Ad Manager]

Objective: Awareness

Ad set name: Awareness\_Homeowners\_July

Budget: 600/day

Audiences :

Age: 55

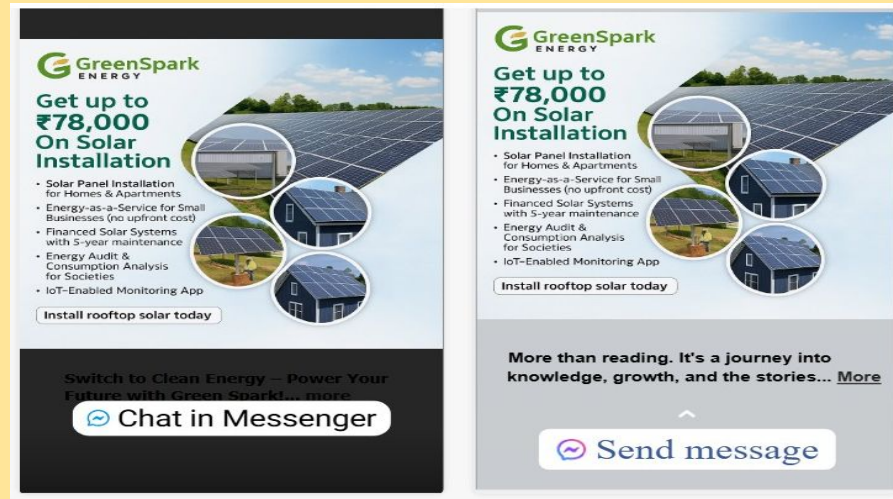
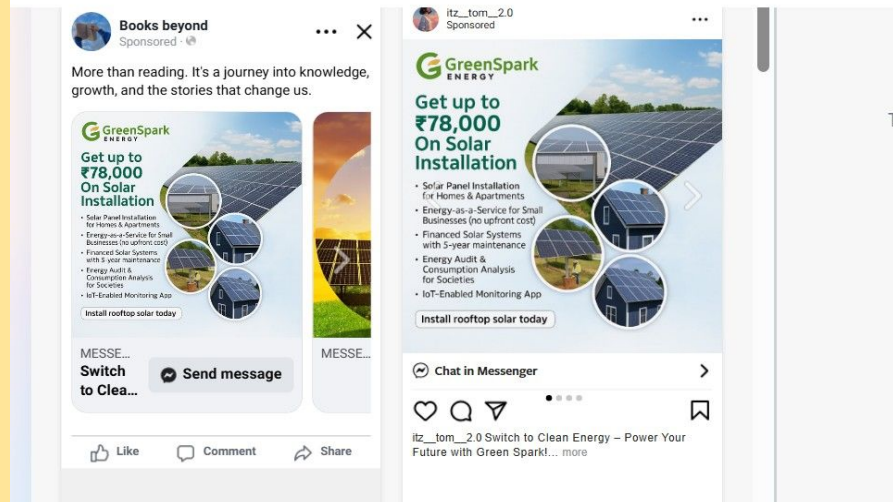
Interest: solar, energy saving , home improvement

Location: india (chennai , coimbatore ,) or nagpur

Ad name: Awareness\_Homeowners\_July\_Video

CTA :

WATCH VIDEO



# Campaign\_traffic

Objective:traffic

Ad set name: Traffic\_ROI\_Tool\_Visitors\_Nashik\_July25

Budget : 750/day

Audiences :

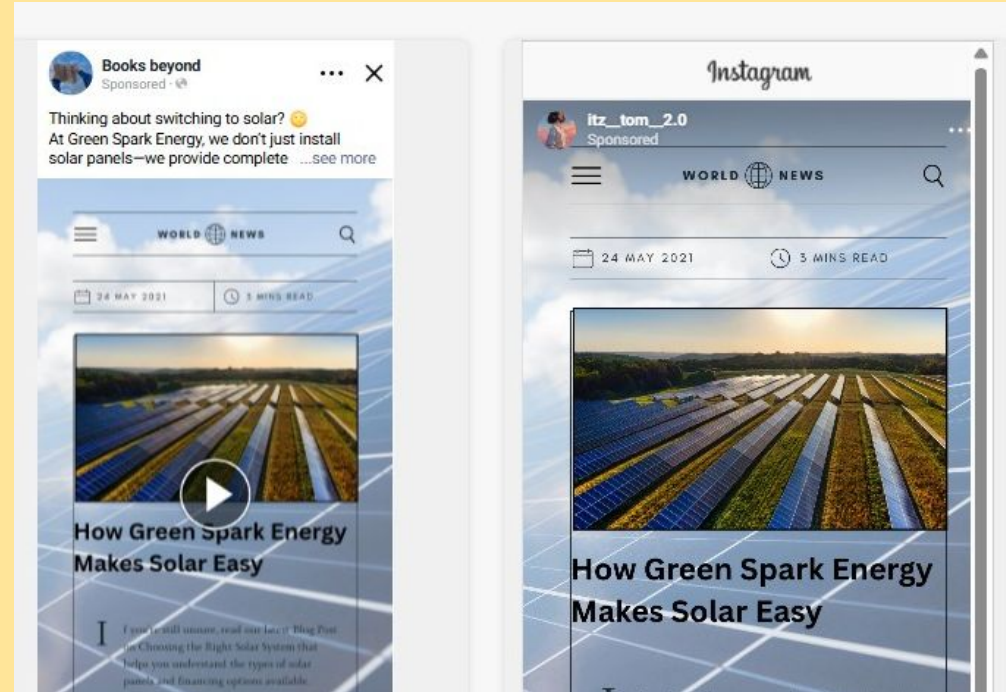
Age: 30-55

Interest: Finance, Real Estate, Green Tech

Location: india (chennai , coimbatore ,) or nagpur

Ad name: ROI\_Calculator\_Ad

CTA : **LEARN** [MORE](#)





# Campaign\_Lead

Objective:lead

Ad set name: Leads\_Pune\_FreeAudit\_WhatsApp\_July25

Budget :1000/day

Audiences :

Age: 28-55

Interest: Solar Power, EMI Financing, Homeowners

Location:Pune, Madurai, Indore, Nagpur

Ad name: Free\_Audit\_WhatsApp\_Offer

CTA : **Contact us**

ID: 120230330033030303

## Conversion location

Instant forms

## Page

Books beyond

## Budget

Daily budget ₹1,500.00  
Ad set budget sharing: On

## Budget scheduling

Enabled: No

## Start date

Thursday 17 July 2025, 12:04

## Minimum age

18 - 65+

## Age suggestion

18 - 65+

## Gender

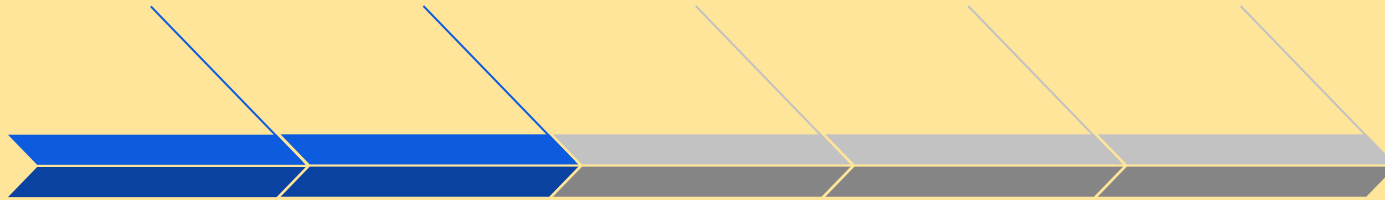
All

## Detailed targeting included

### People who match

Interests: Solar power (energy and utilities), Solar panel (energy and utilities)  
Education majors: Solar energy

# Funnel - Linkedin



## **awareness**

Capture attention  
Carousel ads  
highlighting “₹0  
upfront” offer

## **lead**

Convert interest  
into leads

Name, Mobile,  
City, Business  
Type

## **Whatsapp followup**

Build trust &  
demonstrate  
value

Personal  
WhatsApp  
nudges + Q&A  
support

## **Report Sent**

Drive decision &  
close the deal

MNRE/SECI  
subsidy  
explained clearly

## **Lorem Ipsum**

Begin project  
with confidence

Start installation  
timeline

# Linkedin

Campaign group: GreenSpark Solar Lead Gen – India 2025

Status : active

Objective: website visitor

what 's your marketing: GreenSpark Energy

Audience : India (Tamil Nadu, Karnataka, Pune,, Nagpur, Indore)

Interesting: Solar Energy , Renewable Energy, Eco-Friendly Living

Company size (1–800 employees )

Ad format : Carousel Ad (multiple slides (Process, Benefits, Testimonial)

URL Parameters: [?utm\\_source=linkedin&utm\\_medium=](#)

[ad&utm\\_campaign=solarleadgen2025](#)

Placement: LinkedIn Feed

Budget: Daily Budget: ₹500–₹1,000/day ,Total Budget: ₹5,000–₹10,000

Conversion Tracking: Need to add LinkedIn Insight Tag to your website

## Campaign group

[Change group](#)

Green Spark Solar Lead Gen – India 2025

Active

Edit group

Objective Website visits

Schedule Run continuously starting 7/16/2025

Budget Set at a campaign level

Current Spend ₹0.00

Remaining Budget NA

Bid Strategy Set at a campaign level

# Ad copy: [lead]

Target audience:

home and business

Primary Text:

We provide rooftop solar panel installation, 5-year maintenance, EMI plans & subsidy support.

[Book your free consultation now.](#)

## Image Carousel:

- Turn Rooftop Sunlight into Power Savings
- ₹0 Upfront – EMI Plans
- App-based Tracking
- MNRE Certified + Subsidy Logos
- Book Free ROI Audit Today
- Friendly image of consultant

## **SOLAR POWER** for Your Home or Business

- ✓ **EMI Plans**
- ✓ **Govt Subsidy Help**
- ✓ **5-Year Maintenance**

**BOOK FREE  
CONSULTATION**



# Ad copy : [conversion ]

Objective : **conversion**

Sender Name: Raj from GreenSpark

Title: **Solar Consultant | GreenSpark Energy**

Message:

Hi , Are rising electricity bills cutting into your business profits?

At GreenSpark, we help small businesses switch to solar –

with **₹0 upfront cost** using our **EMI-based plans**.

- 📍 Free Energy Audit
- 📍 5-Year Maintenance
- 📍 Live Monitoring App

Want to see how much your business can save?

✓ **Book Free Consultation**



**Raj from GreenSpark**  
Solar Consultant | GreenSpark

## Hi, Are rising electricity bills cutting into your business profits?

At GreenSpark, we help small businesses switch to solar – with ₹0 upfront cost using our EMI-based plans.

- ✓ Free Energy Audit
- ✓ 5-Year Maintenance
- ✓ Live Monitoring App

Want to see how much your business can save?

**Book Free Consultation**



 **GreenSpark**

# Traditional

## Local Newspaper Ads

- Current Bill Jasthi-aa Iruka? ₹0 Advance-la Solar Setup

## Pamphlet Distribution

- ₹0 Down Payment, Free Audit
- WhatsApp contact

## Local markets

## Energy savings estimate

## Auto Rickshaw Branding

## Wall Paint Ads / Murals

## Community Events Sponsorship

## Radio Ads

## Posters & Stickers in Local Shops



**Thankyou**