

## Companies

# Adani forays into solar panel retailing

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## Starts operations in Rajasthan with Ahinsa Solar as authorised channel partner

Adani Group's solar arm, Adani Solar announced foraying into retail business of solar panels through channel partners. The company is currently engaged in renewable power generation using solar technology.

Adani Solar plans to collaborate with a channel partner for every state. Expanding its retail footprint across the country. Adani claims to be the only solar panel manufacturer with IEC 2016 certification in all SKUs.

Ramesh Nair, CEO, Adani Solar, said, "Adani Solar is making a strategic move by entering the retail distribution space. With this development, we will be able to offer our customers genuine solar panels at competitive rates in their respective markets for off grid applications. Our authorised channel partners will serve as the first touchpoint in delivering complete services across their dedicated regions."

"The programme will also enable greater reach and visibility of our product in the country bringing down power consumption costs for consumers across the country and reducing load on the grids," Nair added.

The roll-out commences in Rajasthan first with Ahinsa Solar as the authorised channel partner of Adani Solar and will be responsible for all the retail requirements in the state.

The partner will be assigned an exclusive territory to manage orders of solar panels up to 150KW and for overall lead generation, conversion and service, Adani stated in a statement.

Rajasthan is one of India's highly solar developed market due to availability of ample sunlight and state policy that supports abundant solar power generation.

On the retail front, it has a market of 60 MW sales, of which Adani Solar will target an aggressive 50 per cent market share or 30 MW in the first year of operations in Rajasthan.

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The advertisement features a dark blue background. On the left, there is a small image of a laptop displaying the BusinessLine website. The main text is in white and yellow. It reads: "Save 61% on BusinessLine e-Paper". Below this, it says "Now at just ₹ 2,100 ~~₹ 799\*~~ per year". To the right of this text is an orange button with the text "SIGN UP" in white. In the top right corner, there is a small logo for "THE HINDU GROUP".