

Media Release

Adani Solar partners with 'Amplifymart' to amplify its retail distribution of Solar panels in Telangana

EDITOR'S SYNOPSIS

- **Adani Solar, aims to strengthen its retail space for solar panels beyond their B2B business across markets in India**
- **Adani Solar will target an aggressive market share in South region**
- **Adani Solar eyes massive growth and aims to accelerate tap more than 600 towns in the country for Solar power installation in the near future**

Hyderabad, 15 October 2019: The Adani Group's solar manufacturing arm, Adani Solar announced the launch of their retail distribution business in Telangana today with Amplifymart as official channel partners for the Telangana region. With this channel expansion, Adani Solar has reached 500 towns for Solar panels distribution in India. This marks as a significant momentum for Adani as it continues to contribute actively to the Indian renewable energy sector. The intent is to rapidly capitalize and penetrate into the South Indian renewable energy market. This partnership is a step towards facilitating consumers or commercial establishments, houses, apartment complexes and community halls in Telangana to switch to sustainable solar power solutions at an economical rate.

In the manufacturing of Solar panels in India, Adani continues to be a market leader in the segment. Adani is the only manufacturer with IEC 2016 certification in all SKUs. Solar power is the fastest growing source of electricity generation as the government is increasingly introducing clean energy targets. There is a tremendous shift in the energy sector and installation of decarbonized electricity appears feasible and foreseeable in the near future. Having announced the retail channel partners in Rajasthan, Uttar Pradesh, Delhi, Gujarat, Maharashtra, Kerala,

Tamil Nadu Adani Solar has been speedily expanding its retail presence across the country.

For consumers, installing off-grid Adani solar panels will help them mitigate power-cut challenges and on-grid will assist in reducing overall electricity costs and usage in Telangana region. The government of Telangana has been promoting the solar rooftop system in the region and intends to make use of the positive environment in solar market. They are constantly pushing for substantially harnessing the solar potential in the state of Telangana. The state government has envisioned a capacity of 5 GW for solar capacity by 2022 in Telangana.

Commenting on the announcement, **Mr. Ramesh Nair, Chief Executive Officer, Adani Solar**, said, "We are extremely delighted to partner with Amplifymart in the retail distribution space. The Indian renewable energy sector has witnessed a tremendous success on the installation and supply of solar power further leading to a shift towards renewable power as the driver of global energy transformation. With India being a growing economy and with the remarkable development, we will be able to offer power facility via Solar panel distribution to customers at competitive rates for all applications in the South markets. On the retail front, Adani Solar will target an aggressive 50% market share. We look forward to achieve a higher reach and visibility of our product in the country by increasing power consumption through alternate forms of energy like Solar energy as moving forward this will be an ideal way to maintain a balance between economic growth and sustainable environment."




Adding further Mr Nair said, "Hyderabad as a region has enormous investment opportunities in renewable energy. It is a land of implementation for smart ideas for the benefit of the people that supports abundant solar power generation. Amplifymart as the authorized channel partner of Adani Solar will be responsible for all the retail requirements across the state. They will be consigned with an exclusive territory to manage orders of solar panels up to 200 KW and be responsible for overall lead generation, conversion and service. "

About Adani Solar

Adani Solar- Mundra Solar PV Ltd is the solar PV manufacturing arm of Adani Group, one of the India's largest business houses with businesses spanning across Resources, Logistics, Energy, Agri and ancillary industries. Adani Solar is the first Indian company to vertically integrate businesses that offer services across the spectrum of photovoltaics manufacturing.

The state-of-the-art manufacturing facility with multi-level infrastructure is optimised for scaling up to 3 GW of modules and cells under a single roof. The unit is located in one of the world's largest Special Economic Zone at Mundra, Gujarat and hence plays host to the entire solar manufacturing ecosystem from Polysilicon to modules, including ancillaries and supporting utilities. The cutting-edge technology, with machines and equipments sourced from the best in class producers, aim to help in cost leadership, scale of operations and reliability standards as per global benchmarks.

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