Rooftop Solar: Challenges of Seeking Prospective Customers

Amplus Solar

10 January 2017, Ritu Lal
Rooftop Solar: The Opportunity
Target 2022: Overall

100,000 MW
Rooftop Solar: The Opportunity
Target 2022: Overall

~1,000 MW

2016

40,000 MW

2022

100,000 MW
Rooftop Solar: Ideal Energy Choice

- Seamless grid and/or DG integration
- Captive energy at your doorstep
  - Eliminate transmission costs/losses
- Speedy implementation

- 100 kWp Solar Plant
- 25,500 barrels of crude
- 3,450 MT CO₂
- 4,300 trees
Rooftop Solar: Ideal Energy Choice

- Uses idle rooftop/grounds productively
- No roof damage: non-penetrating
- Modular construction
Rooftop Solar: The Opportunity

Reliable source of energy: 300+ sunny days in India

Solar Energy Generation
Hourly Averages

NCR Data: (1000 kWp)
Rooftop Solar: The Opportunity

Reliable source of energy: 300+ sunny days in India
Rooftop Solar: BOOT(Opex) Model

1. No Capital Investment; No Maintenance Cost
2. No Performance or Technology Risk
3. Long Term Price Certainty
4. Guaranteed Savings from Day 1
5. Transfer at end of PPA term
Rooftop Solar Challenges

Business

• Awareness
  – Information and misinformation
• Long term PPA
• Grid parity in domestic segment
• Quantum of savings
• State solar policy
  – Net metering, open access
• Business model credit risk
• Performance risk
  – Estimated vs actual generation

Implementation

• The rooftop/site
  – Location, design, strength, height, accessibility
• Plant size/layout optimisation
• Limited skilled specialist workforce
• Safety norms, testing labs
• O&M
Rooftop Solar: Future Growth Enablers

**Industry**
- Cost
- Grid robustness
- Storage  
  - Cost  
  - Technology

**Policy/Regulatory**
- Performance based incentives  
  - Generation vs Capacity
- Long term (vs short) benefits  
  - Long term tax rebates vs Accelerated Depreciation
- Net metering
- Focus on storage
- Credit support for RWAs, Domestic, MSMEs
Thank you!