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Published On: Fri, Mar 1st, 2019
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Adani Solar to partner with Ahinsa Solar for the retail distribution of solar panels in Rajasthan

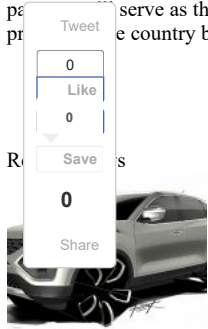
Jaipur, 01 March 2019.

The Adani Group's solar manufacturing arm, Adani Solar will venture into the retail business of Solar Panels through Channel Partners. This marks an important milestone for Adani as it continues to contribute to the Indian renewable energy sector. Adani Solar plans to collaborate with a channel partner for every state; expanding its retail footprint across the country. Among the Indian Solar panel manufacturers, Adani is the only manufacturer with IEC 2016 certification in all SKUs.



The roll-out commences in Rajasthan first with Ahinsa Solar as the authorized channel partner of Adani Solar and will be responsible for all the retail requirements across the state. The partner will be assigned an exclusive territory to manage orders of solar panels up to 150KW and be responsible for overall lead generation, conversion and service. 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% market share; i.e 30 mw in the first year of operations in Rajasthan.

Commenting on the announcement, **Mr. Ramesh Nair, Chief Executive Officer, Adani Solar**, said "Adani Solar is making a strategic move by entering the retail distribution space. The Indian renewable energy sector has witnessed tremendous success in installed renewable power generation capacity in last few years. 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 authorized channel partner 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 products across the country bringing down power consumption costs for consumers across the country and reducing load on the grids."



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