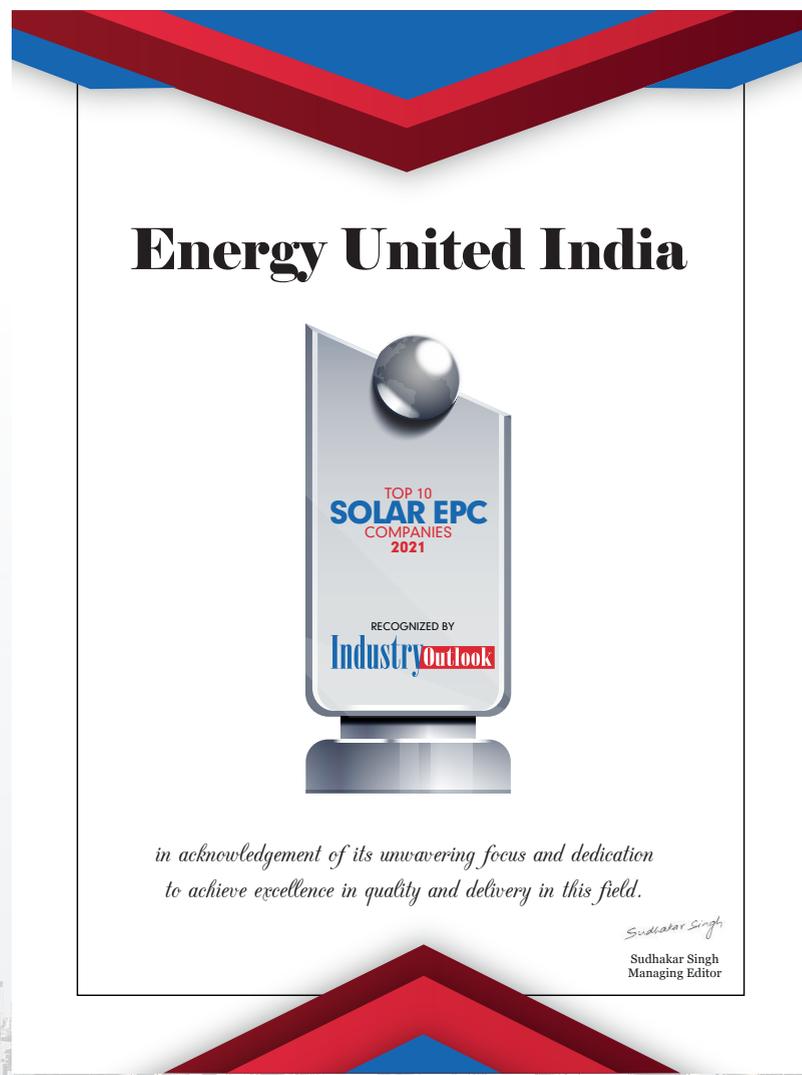


Industry Outlook

DEC-JAN - 2020-21

THEINDUSTRYOUTLOOK.COM



Energy United India

in acknowledgement of its unwavering focus and dedication to achieve excellence in quality and delivery in this field.

Sudhakar Singh
Managing Editor



Prateek Chaurasia,
Managing Director

Energy United India

HARNESSING THE POWER OF THE SUN

Govt of India has set a 175GW solar target by 2022, so there is a big scope of work for EPC companies in the coming years therefore it can be said that the market is evolving at quite a steady pace at the moment. Like any other market the solar EPC market has its own set of challenges. One of the major challenges faced by small/medium EPC companies is financing. Many of the companies aren't able to commit to new or big projects due to lack of finances. The other challenges that can be noticed in this sector were policy related hurdles, slow recovering of payments and increasing awareness about solar use in general public but these are challenges which can be overcome in short time if addressed properly.

"Currently, we are quite very well positioned in the market. We have identified few concrete segments such as solar water pumps for agriculture, irrigation & fisheries sector along with Solar roof top on/off grid solar systems for developed and non-developed areas as an opportunity for growth and long term impact. Timely commissioning of projects, customer friendly outreach and quality industry level O&M services have been the key values of Energy United India since its inception. We work continuously to maintain these values of the company. Apart from this, Energy United India always had a big room to accommodate & partner with innovative players in the solar sector", states Prateek Chaurasia, Managing Director, Energy United India.

Functioning Efficiency

The company provides turnkey solutions to certain sectors for value and long term impact. They have installed efficient roof top solar systems for government building, hospitals, schools, judiciary & religious institutions. They have provided robust and quality solar water pumps to consumers in the area of agriculture, fisheries, drinking & sanitation. The company has electrified certain remote areas in Bihar with off grid solar systems. For now, their solar energy solutions and services are predominantly in the above mentioned areas but they are always ready to grab new opportunities and work on it.

"Our customer centric approach led us to establish a dedicated after sales, support and maintenance team that is solely focussed on resolving our customer issues. When the other companies mostly deploy technical teams that focus both on delivery and after sales and this is where conflict can arise, as the companies prime focus is towards earning and delivering new projects. In a market where other

players consider this customer service function as an overhead cost, we have used it to our advantage. We noticed how our clients started referring us to others because they were happy with our service and response. In a way it has opened a new sales channel for us through word of mouth", says Prateek.



We have identified segments such as solar water pumps for agriculture, irrigation & fisheries sector along with Solar roof top on/off grid solar systems as an opportunity for growth

Plans for the Future

The company wants to expand in our neighbouring states like Jharkhand, West Bengal & few states in the North East. "For the medium term we want to explore larger RESCO projects where we can create a larger impact on the population and deliver more clean energy. Also, we have a good experience in solar water pump sector and using this experience we plan to venture into solar RO systems to provide clean potable water. Looking ahead, I see the Electric Vehicles charging segment as a great growth opportunity for Energy United India and want to grow the technical abilities of the company to be in a favourable position to be a player in the EV charging market", concludes Prateek. ■

