



## GROUP HISTORY AND MILESTONE

**1980:** Started Home Furnishing textiles manufacturing unit in Panipat (Haryana) as SSI unit.

**1985:** Started trading and supply of Home Furnishing textiles all over India in more than 300 home furnishing stores.

**1992:** Started procurement of grey fabric from Bhiwandi, Surat, Ahmedabad, Tripura and after processing in top 10 processing house in India and then supplying Home Furnishing textiles all over India.

**1995:** Started Import of used Textiles Machinery in India from Europe and USA.

**2000:** Start International Trade of goods and services with USA, Canada, Australia, UK, New Zealand.

**2003:** Agency Agreement for representation business in Asia of second largest Bank and Group of North America.

**2006:** One of our group **M/S Sanchay New Age Developer Pvt. Ltd (SNAD)** registered by the as a group company for real estate business and start banking and trading of land in Delhi & NCR.

**2007:** Sanchay New Age Developer Pvt. Ltd (SNAD) entered into solar PV business and start business with **TATA Power Solar** as a channel partner and VAR. SNAD is associated with TATA Group as a partner in EPC (Engineering, Procurement and Commissioning) of Solar Power Projects and Generating Business Since past many years Now. We can say that the Solar Power Boom was Born Right in front of us. And we have been the leaders since its Inception. We have the largest customer base in India of MSME ( Medium Scale Industries) that have installed our Solar Power Plant. A massive Installation in Industrial sector of 37 MW+ in 11 states Of India in **CAPEX model**.

**2013:** Sanchay New Age Developer Pvt. Ltd (SNAD) started working on 40 MW land project with **TATA Power Solar** as a solar power project per year –PPA + A TO Z approvals as Implementer, Facilitator & Manager for the project.

**2015:** One of our group **M/S MEAR Solar Crafts Pvt. Ltd.** is a venture of our group which is working and offering customized- economic - innovative and reliable Solar Photovoltaic Power Solutions on **BOOT-model** with variety of choices of A grade, time tested, trusted, tried, affordable and sustainable solar PV products from all over the world with all quality certification.

MEAR is running our Solar business as well take over our decade old family farming operations as our family are into Agriculture, Floriculture, Horticulture & Plantation. In Agriculture we Harvest Rice, Wheat and Sugarcane Not only they are water thirsty Crops but also require very fertile Soil. In Horticulture we grow Mangoes, Dragon

Fruit zucchinis, tomato and Cucumber and in 2020 the newest product that we are introducing is Medicinal Plants like Aloe vera, Tulsi or Holy Basil, Industrial Hemp, Carom / Ajwain, Mint., Coriander. For Medicinal Plants cultivation we have identified 40 acres land in the State of Uttarakhand (Hemp Legal State) initially and we are planning to start with 5 acres land cultivation of **Industrial Hemp**.

## 2020: SNAD STRENGTHS

- **5 offices and Solar Service Stations** of over One hundred thousand sqf at prime location in Delhi (Kundli Border), Gurugram, Ahmedabad, Gandhidham & Siliguri covering 11 states of India
- **12 year** experience in solar
- **19+12 MW** (World's largest roof top already done with **TATA Power Solar**)
- **6 MW roof top** projects in pipeline with **TATA Power Solar**
- **5 MW open** access power plant with TATA Power Solar
- **150 MW**- open access solar power project are in pipeline we are providing land/approval/and PPA- with **TATA Power Solar** in Haryana.
- **3000 acre** land bank for open access solar plant land mounted in hand- identified in Delhi, NCR, Haryana, Gujarat, Madhya Pradesh, Rajasthan, Uttar Pradesh, Haryana & Maharashtra.
- **450 MW** third parties LOI/PPA in hand Delhi, NCR, Haryana, Gujarat, Madhya Pradesh, Rajasthan, Uttar Pradesh & Maharashtra.

## Human resource on SNAD pay roll:

- **Sale team:** 8 people (all post graduate and 10 years experience)
- **Engineers Team:** 6 B.E. (GRADUATES) (all are from electrical and mechanical side)
- **Supervisor I&C=** 10 (Three are trained and certificate holder from Mumbai-TATA POWER TRAINING Institute Mumbai)
- **Installation workers team on pay roll:** 70 all have experience and trainings + 130 on daily wages can be added in 24 hours.
- **O&M workers team on pay roll=** Supervisor- 4 +40 (Worker) +100 + on daily wages
- **Drivers:** 5
- **Other supporting staff:** 12

**-Loyalty:** We are working only with **TATA Power Solar** from last **11 years** without a single **KWp solar business** with other company in the world.

## Contact detail:

<p><b>Head &amp; Zonal Office (North India ):</b>  <b>M/S SANCHAY NEW AGE DEVELOPERS PRIVATE LIMITED,</b>          Plot No. 56, HSIIDC Industrial Estate, RAI, Dist- Sonapat-131029- Haryana (INDIA).</p>	<p><b>Zonal Office (Gujarat, MP, Rajasthan):</b>  <b>M/S SANCHAY NEW AGE DEVELOPERS PRIVATE LIMITED,</b>          Survey No 352/13(Part),Ground Floor,Changoder,Taluk Sanand Dist. Ahmedabad- GUJARAT-382213 (INDIA).</p>
<p><b>Zonal Office (Maharashtra &amp; Telangana ):</b>          GH-7/A, MIHAN, Mahindra Bloomdale, NAGPUR- Maharashtra-INDIA.  <b>Zonal Office (West Bengal &amp; North East):</b>          Trimurti Apex, 1st Floor, Sevok Road, Siliguri, W Bangal-734001</p>	
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## **SOLAR ROOF TOP IN CAPEX-Model–Our true and real time story!!!**

**The History & findings, targets, endeavors, outcomes & achievements, assessment, hurdles & barriers and future goal and planning.**

**FROM 21-09-2006 TO 01-03-2020 (pre COVID-19-20)**

### **History & findings across the journey:**

In September 2009, the edition of NATIONAL GEOGRAPHIC JOURNAL inspired me excessively. I was more certain and solar campaigner after this Journal, as to 2005, when I visited many solar power plants in US and Canada I thought about the solar PV business and started it in 2006.

Actually, when you start a business you find yourself in a dark room where you have to find something that makes things visible after application of your skills and God gifted entrepreneurship.

When we started to think of solar business at that time, only solar water heater was available as a Product for all, so we had no choice and we started manufacturing of solar water heater with a Bengaluru based partner.

At that time MNRE and Mr Tarun Kapoor as a face of MNRE was everywhere. Government announced subsidy and at the end near 1500 Cr subsidy on water heater of whole Industries was held up with MNRE. For the recovery of my subsidy I met Mr. Farooq Abdula ji and Mr. Piyush Goel ji for our 18 Cr balance subsidy payment at last I left this job upto my partners and start thinking about solar PV powerplants.

In India solar PV is experiencing high speed growth. In April, 2012, India switched On its second largest solar PV power plant in the world in Gujarat unexpectedly!!!!

I found Solar PV is a genuine energy generating technology. As time goes by, it would turn into a more and more of a profitable business. The future of renewable solar PV energy in India is limitless. India's leadership in the clean

energy program is scaling new heights, with the support and facilitation of economic & legal policies.

I also found the financial outcomes of solar power plant present an interesting opportunity for the savvy investor looking to diversify his/her portfolio.

After doing R&D I found that some manufacturers of solar PV cell like Indosolar, Moser Baer & BHEL were in the market.

I visited all REIs (Exhibition) in Noida and visited All across India and met each and every person that I could meet of all Of the Companies involved in Solar. we had divided our solar PV products in four Models for investors or businesses or SMEs or Public sector or corporate addressing different need and wants. During the process of planning of our business-model, we considered and covered almost all dimensions of related issues (More than 51), with one question in mind, How a business takes shape into a viable and profitable venture?

We planned our products models within the limits of present business environments for potential, growth, viability and profitability of a venture (2013 to 2015). Keeping in mind many related issues, hassles and stresses and scopes of locations in India. This planning and our work ethic etched a victory code for us: "the adoption of products and technologies as per customer's questions and requirements and linking them to the market". With many combinations of solutions and available technology and scope of work, you will find our products as per your needs and volume of investment.

We find that Overall, uncertainty and poor conditions of grid power supply as well as connectivity are the most irritating issues. This is where solar PV can be most advantageous.

In business you need a bottom line assessment of potential impact of market conditions on the achievements of your entrepreneurship and your reward of Investment. The situation and circumstances that prevail today can change; you will also a need a clear picture of the solar landscape.

In the process of doing business we found that for India grid tied roof top Solar Photovoltaic systems (Solar PV=SPV) has become a feasible solution. In order to reduce dependency on diesel generator sets, regular power supply and utilization of the existing roof-top space of buildings or vacant land/area anywhere we will be able to provide a wide range of solar PV systems and solutions.

We promote roof-top SPV systems for building roof or for any other vacant land/area to replace DG generator sets or add a second option for regular power supply or to install a system for minimum load requirement for operation during load shedding.

In due course we chose and selected the roof top for MSME/ Industries customer segment and focus only on this segment out of our initial 4 model.


We fixed our goal of 100 MW sale and installation of solar roof top for targeted MSME/ Industries customer in 10 years start from 2012

**For more about our old solar story visit our first web site:**

[www.sun-sol.in](http://www.sun-sol.in)

### Selected & tested territories for making roof top sales



In above map mark  SNAD-as our Roof Top State where we are working for MSME/ Industries customer who have minimum 150 kWp connected load.



## **Our effort to achieve our goal of 100 MW sale and installation in 14 years of solar roof top for targeted MSME/ Industries customer.**

**Important Note:** Keeping in mind the maximum generation goal for our customer and for providing after sale services with our troubleshooting time 2 to 24 hours we finalized minimum capacity for installation of a roof top in an Industries to be not less than 100 kWp.

In last 10 years we visited in each corner of India (show in the map) and covered:

→12 states + North East (Just started)

→153 cities (A TO C grade) 127 villages where industries are located.

→More than 16000 MSME/ Industries customer we visited and met with decision makers(MD/CEO/PARTNERS/ PROPRIETOR of each MSME/ Industries customer in above mention states, cities & villages).

### **Our Constant Efforts:**

→After first 3 years of much less results, in last 7 year near 1550 out of **16,000 visited** MSME/ Industries customers, we were able to convince them and reach an agreement to install solar PV rooftop.

→We visited , educated and an informed customer that asked intelligent questions and near about**1550 of them ordered** us to send the commercial offer for cost and Banking purpose.

→The approximate **750 MW** worth of commercial offer from (minimum 100 kWp to 1 MW) in **12 state** were send to **approximate 275** targeted MSME/ Industries customer.

### **The outcome & achievements in CAPEX Model roof top in the segment of MSME/ Industries customer:**

-**2006 to 2009:** we sold only 45 kWp as sample plant.

-**2010 to 2013:** 100 KWp due to high price of near 11 crore per MW was out of reach for 99% MSME/ Industries customer sold only **57 kWp** off grid system with battery.

- **2013-15** we sold solar roof top to MSME/ Industries customer with capacity of minimum 100 KWp to 1 MW @ **6.40 crore** average price per MW to **32 customers** near **9.8 MW** in 11 cities of 5 states. This was possible due to 30% MNRE subsidy policy, we were able to get approval of 7.20 MW subsidy for our 26 MSME/ Industries customer from SNA but at the end majority of costumers adopt CAPEX model without approval of subsidy file pending with MNRE as after SNA approval MNRE account department held all files due to change of

central government and at the end central government withdrew the subsidy policy for MSME/ Industries.

- **2016-17** we sold solar roof top to MSME/ Industries customer with capacity of minimum 100 KWp to 1 MW @ **5.40 crore** average price per MW to **36 customers** near **12.4 MW** in 14 cities of 7states.

-**2017- mid 2019** we sold solar roof top to MSME/ Industries customer with capacity of minimum 100 KWp to 1 MW @ **4.20 crore** average price per MW to **32 customers** near **9.7 MW** in 22 cities of 12 states.

-**2019-second half till 01-03-2020** (pre COVID-19-20 era) we sold solar rooftop to MSME/Industriescustomerwithcapacityofminimum100KWpto 1 MW @ **3.60 crore** average price per MW to 8 customers near **2.4 MW** in 5 cities of 2states.

**Table for the outcome in CAPEX Model roof top in 12 states in the segment of MSME/ Industries customer:**

Year	No of Cities	No of states	No of customer	Capicity Installed in MW	avrage price INR Cr./ MW
2006 to 2009	2	1	3	.0045	
2010 to 2013	1	1	1	.0057	40.00
<b>2013-2015</b>	11	5	32	<b>9.8</b>	6.40
2016-2017	14	7	36	12.4	5.40
2017- mid 2019	22	12	32	9.7	4.20
-2019-second half till 01-03-2020(pre COVID-19-20era)	5	2	8	2.4	<b>3.60</b>

**Our assessment for past journey:**

We achieved only 35% of our fix goal of 100 MW sale and installation of solar roof top for targeted MSME/ Industries customer in 7 years start from2012.

**Main Hurdles & Barriers in achieving our goal:** We expanded our working area from one state to 12 states in last 7 years to improve our success ratio to achieve our goal but we account underneath main four Hurdles & Barriers to achieve our goal.

→High price of solar plant.

→On 9 November 2016, the Government of India announced the demonetization of all ₹500 and ₹1,000 banknotes.

→GST reforms & Goods and Services Tax Bill 2017

→The MSME sector has witnessed two major shocks, viz., demonetization and introduction of goods and services tax(GST)due to which the sector had a

significant impact on the overall credit and money flow, and created unfavorable sentiments for solar Investment.

### **Our future Target and planning:**

We have 2.5 year (including post COVID-19-20 era) to achieve our 65% target of 100 MW sale and installation of solar roof top for targeted MSME/ Industries customer is this possible yes possible with following tools & reasons:

→Due to price fall of near 50% during last 7 year and due to this solar investment pay back now comes to 3 years compared to 7 year.

→The low price are more affordable, value for money &have become a main tool for cutting of overheads and necessary survival tool for MSME/ Industries customer especially under adverse post COVID-19-20 conditions, we expect near 100% growth in our pre COVID-19-20 conversion rates. Cause everybody will be cost-cutting.

→In past we were selling only CAPEX model with TATA Power Solar products cause of TATA brand value, as TATA or its Partners are welcomed across all India, having said this we will focus more on CAPEX Model. We target to achieve **50% of our target** from this **CAPEX- model**.

→We introduced **Money Back Guarantee generation offer** with Operation and Maintenance (O&M) services chargeable as per Operation and Maintenance (O&M) agreement with the customers.

→We are working proactively to achieve our target and take decision and shaping the business as per worldwide changing solar PV climate by using market forces for the benefit of our customers. MEAR Solar Crafts Private Limited ("MEAR") is a venture of our group will start offering customized-economic - innovative and reliable Solar Photovoltaic Power Solutions on **BOOT-Model** (INSTALLATION, BUILD, OWN, OPERATE, MAINTAINED AND TRANSFER BASIS) with variety of choices of A grade, time tested, trusted, tried, affordable and sustainable solar PV products from all over the world with all necessary and standard quality certifications.

→For the success of our **BOOT-Model** we are seeking support of a financier/investor for our MSME/Industries customers or 50 projects bearing capacity of 500 kWp each project cost is @INR 1.75 Cr (Total amount near INR 90 Cr) in 11 states of India. We target to achieve **50% of our target** from this **BOOT-Model**.

→By enhancing our in-house Installation, Erection, Testing & Commissioning (I&C) & Operation and Maintenance (O&M) capacities with our well trained staff as many of them are working with us from more than a decade. We will maintain our after sale troubleshooting service time 2 to 24 hours in all working territories spread over 12 Indian states. Our after sale time proven services are guarantee of high energy generation and minimum payback period for our customers.



Main attraction benefits for a MSME/Industries customers in **BOOT-Model** are as under:

- Saving of near 50% of electricity bill
- Use of useless roof or land space in the factory
- No investment needed
- Free ownership of Plant at zero cost after at the end of PPA tenure.
- Proud for the support of GREEN ENERGY.

Main attraction benefits for an Investor in **BOOT-Model** are as under:

- Safe investment in priority green power solar project.
- IRR as high 16% to 17%
- Pay back period is 5 years.
- Return from the project is for the period of 8 to 10 years.

For more details feel free to contact undersigned.

## S.D. Sharma

Managing Director,

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Web site: [www.snadpv.com](http://www.snadpv.com) AND [www.meareco.com](http://www.meareco.com) AND [www.sun-sol.in](http://www.sun-sol.in)

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### PAN INDIA OFFICES & SERVICE CENTERS:

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#### Zonal Office Office (Maharashtra, Chhattisgarh & Telangana ):

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**Authorized Channel partner & VAR: (value added reseller) of M/S TATA POWER SOLAR SYSTEMS LIMITED (TPS) a wholly owned subsidiary of TATA Group (The most trusted business house in India). TPS is one of the largest & oldest solar companies in India (our first solar power plant installation in India was in (1997) and running in 28th year of operation. We have a huge installation base across India (2.6 GW Tata Power Solar has installed over 17 utility scale solar energy projects across 13 states in India, exceeding 2.76 GW, MW315 MW++ of cumulative solar rooftop installation and over 1.6 GW of modules shipped globally in the past 20 years,) and are committed towards this business. We are the number one player in commercial, industrial and residential sector / segment in India.**



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