



LMGLOW SOLAR ENERGY



Presented By :

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Gujarat's Rooftop Solar Growth & Government-Driven Clean Energy Opportunity

Key Market Insights:

<Residential & MSME Solar Growth>

Expanding rooftop solar adoption across Gujarat

- Strong demand from residential homes, small businesses, and farms
- Driven by rising electricity costs and awareness of renewable energy
- Government-backed schemes supporting faster adoption
- Increasing preference for decentralized solar power systems



LMGlow Solar Deployment & Market Expansion

Solar Adoption Driven by Subsidy & Cost Savings

LMGlow Solar Energy is actively enabling households and businesses to shift towards solar power through affordable solutions and subsidy-driven models. With a focus on easy installation and quick ROI, the company supports customers in reducing electricity dependency while ensuring long-term savings.

- Fast-growing installations in residential, commercial, and rural segments
- Strong adoption due to 3–4 year payback period
- Focus on simple, maintenance-free solar systems
- Support for government subsidy benefits directly to customers

Gujarat's Rooftop Solar Growth & Government-Driven Clean Energy Opportunity

Policy Support & Financial Advantages

- Subsidy up to ₹78,000 under central government schemes
- Additional ₹18,000 per kW subsidy for common meter setups
- Easy loan facility to reduce upfront investment burden
- Direct benefit transfer ensuring transparency

Technology & System Strength

- Advanced inverters with smart connectivity (WiFi, GPRS, Bluetooth, RS-485)
- High efficiency with wide MPPT range and low voltage startup
- Compact, easy-to-install system design
- Reliable performance with strong heat dissipation and durability

Applications & Coverage

- Residential Homes
- Commercial Establishments
- Industrial Units
- Farm Houses
- Shops & Small Businesses
- Hospitals & Institutions



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India's renewable sector to ride Rs 6L cr to Rs 7L cr investment wave

G Balachandrar / Apr 22, 2026, 01:42 IST

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City emerges as solar power hub with 64 MW rooftop capacity

Updated: Jan 16, 2026, 17:07 IST

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Kanpur: Kanpur has emerged as a major contributor to Uttar Pradesh's renewable energy drive, generating around 64 MW of electricity through rooftop solar systems installed under the Pradhan Mantri Surya Ghar Yojana.

According to official data, a total of 20,756 rooftop solar systems have been installed across the district.

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Major solar project in Bidar lost over land acquisition hurdles

Sandeep Moudgal / Updated: Jan 10, 2026, 01:56 IST

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Bengaluru: the govt has failed to convince farmers in Aurad taluk of Bidar district to part with land for a proposed 500Mw solar park, forcing the Centre and state to scrap the big-ticket renewable energy project that was first proposed in 2023.

Officials of Karnataka Renewable Energy Development (KREDL), nodal agency for renewable energy projects in

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PM Surya Ghar Yojana has eased financing, improved transparency and increased rooftop solar adoption by 250%: SolarSquare CEO

Market Opportunity

Gujarat presents a rapidly growing rooftop solar market driven by rising electricity costs, strong government incentives, and increasing awareness of renewable energy. With subsidy schemes like **PM Surya Ghar Yojana**, residential and small commercial users are actively shifting toward solar solutions. The market is becoming highly scalable due to easy financing, faster approvals, and growing demand for cost-saving energy alternatives.

- **TAM**

₹1,80,000+ Crore Rooftop Solar Market Opportunity in India (2026)

- **SAM**

₹12,000+ Crore Market in Gujarat (Residential & MSME Segment)

- **SOM**

₹50–100 Crore Target Market for LMGlow Solar Energy (Next 5 Years)

Coverage on rooftop solar adoption, subsidy-driven demand, and increasing participation from households and MSMEs highlights the **strategic importance of affordable, easy-to-install rooftop solar systems**, creating a strong growth opportunity for companies like LMGlow Solar Energy.



About Us

Who We Are. Vision. Mission.

LMGlow Solar Energy is a Gujarat-based partnership firm dedicated to delivering reliable and affordable rooftop solar solutions for residential, commercial, and industrial users. Established in 2025, the company focuses on enabling customers to reduce electricity costs through subsidy-supported solar installations and efficient system design.

With a strong presence in Sabarkantha and surrounding regions, LMGlow Solar Energy provides end-to-end services including consultation, installation, documentation support, and subsidy assistance. The company emphasizes quality systems, easy financing options, and hassle-free execution to ensure long-term customer value and clean energy adoption.

Mission:

To deliver cost-effective and subsidy-driven rooftop solar solutions that help customers achieve energy savings, reduce grid dependency, and adopt clean power through efficient and reliable execution.

Vision:

To build a scalable solar energy network across Gujarat by empowering households, businesses, and rural communities with accessible renewable energy solutions, contributing to sustainable growth and energy independence.

Future Expansion: Rooftop Solar Scale-Up

Why Rooftop Solar Expansion?

Rooftop solar in Gujarat is witnessing strong growth due to rising electricity costs, increasing awareness, and government-backed subsidy schemes. With easy installation, minimal space requirement, and quick payback, rooftop systems offer a scalable and sustainable solution for households and businesses seeking long-term savings and energy independence.

Project Expansion Overview

- Expansion driven by increasing demand under subsidy schemes like PM Surya Ghar Yojana
- Focus on residential rooftops, small commercial units, and rural properties
- Payback period of 3–4 years ensuring strong customer adoption
- Integration of high-efficiency systems with advanced inverter technologies
- Easy loan facility to support wider customer base and faster adoption

Strategic Rationale for Expansion

- Enables rapid scaling across urban and semi-urban regions of Gujarat
- Strengthens clean energy adoption among households and MSMEs
- Reduces dependence on conventional electricity sources
- Enhances long-term revenue through repeat and referral customers
- Positions LMGlow Solar Energy for future government-driven solar initiatives

Future Potential

“Rooftop solar adoption is expected to grow significantly with strong government support, subsidy benefits, and increasing demand for cost-efficient energy solutions. With a target of installing solar systems in millions of homes, the market offers a scalable opportunity for LMGlow Solar Energy to expand its operations. By focusing on quality installations, easy financing, and customer-centric services, the company is well-positioned to capture a growing share of the solar market and contribute to sustainable energy growth in the region.

Leadership & Management Team

Driving Growth in Solar Energy Solutions

MANSUKHBHAI KUKAVAVA

Partner

BHUMIKABEN LALAJI THAKOR

Partner

JYOTSANABEN NARAYANDAS SONI

Partner



The Problem

India is witnessing rapid growth in electricity demand, especially across residential and small commercial segments. However, high power tariffs, frequent bill fluctuations, and dependence on traditional energy sources continue to create financial pressure for consumers. Despite the availability of solar solutions, adoption at the ground level still faces multiple practical challenges. Key issues include:

Rising electricity tariffs increase monthly expenses for households and businesses, making it difficult to manage long-term energy costs.

Initial installation cost remains a concern, especially for middle-income households and small businesses, slowing down decision-making.



Many customers lack clarity about solar systems, subsidy benefits, and installation procedures, leading to hesitation in adoption.

The Growing Need

With increasing electricity expenses and strong government support through subsidy schemes, there is a clear need for affordable, easy-to-install, and subsidy-backed rooftop solar solutions. Customers require simplified processes, financing support, and reliable service providers to shift toward sustainable and cost-efficient energy sources.

Driven by Purpose. Powered by Execution.

Subsidy-Driven Rooftop Solar Solutions

Focused on residential and small commercial installations supported by government subsidy schemes, enabling customers to adopt solar with reduced upfront cost and faster payback.

Efficient Use of Rooftop Spaces

Optimizing unused rooftops of homes, shops, and rural properties for solar generation without requiring additional land or complex infrastructure.

Quality-Focused Execution & Support

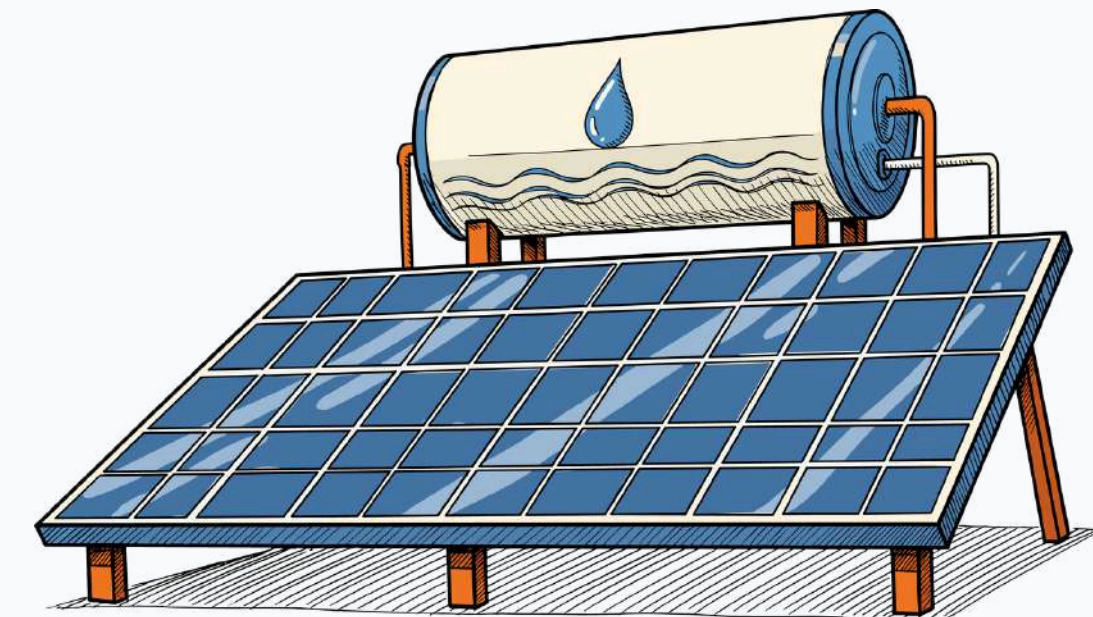
Use of high-performance components, advanced inverter technology, and proper installation practices ensures durability, efficiency, and long-term system reliability.

Simple & Customer-Friendly Process

End-to-end support including consultation, documentation, subsidy application, and installation ensures a smooth and hassle-free experience for every customer.

Reliable & Cost-Saving Energy Solution

Solar systems designed to significantly reduce electricity bills while providing consistent and long-term power savings for users.



Real-World Project Impact

Government-supported rooftop solar systems with subsidy benefits up to ₹78,000 are enabling faster adoption across residential and small commercial segments, ensuring affordability and long-term savings.

Simplified processes, transparent pricing, and complete support from installation to subsidy disbursement build strong customer confidence and ensure smooth project execution.

Deployment on homes, shops, and rural properties maximizes unused rooftop spaces, allowing scalable solar adoption without additional land requirements.

Availability of loan facilities and subsidy assistance enables more households and businesses to shift toward solar without heavy upfront investment.



Unique Selling Points



Subsidy-Backed & Customer-Friendly Solar Framework

Government-supported rooftop solar systems with subsidy benefits up to ₹78,000, combined with simple documentation and transparent processes, ensure affordability, trust, and long-term savings for customers.

Scalable Rooftop Solar Deployment Model

Solar installations across homes, shops, and rural properties enable fast expansion without land requirements, reducing execution complexity and allowing quick adoption across multiple segments.

Customer-Centric & Cost-Saving Impact

Significant reduction in electricity bills with a 3–4 year payback period, along with easy loan options, ensures strong customer adoption while promoting clean energy usage and financial stability.

Competitive Landscape

Large Solar EPC Companies & Developers

- Focus on large-scale commercial and industrial solar projects
- Higher project costs and longer execution timelines
- Less focus on small residential and rural rooftop installations
- Limited personalized service and customer support

Local Solar Installers & Small Vendors

- Limited technical expertise and standardized processes
- Lack of end-to-end support for subsidy and documentation
- Quality and after-sales service inconsistency
- Smaller project capacity and limited scalability



Our Unique Advantage

Subsidy-Driven Rooftop Solar Expertise

- Strong focus on government subsidy-based installations up to ₹78,000
- Complete assistance for documentation, approvals, and subsidy process

Customer-Centric & Affordable Solutions

- Cost-effective systems with 3–4 year ROI
- Easy loan facility to reduce upfront investment burden

Scalable Multi-Segment Deployment

- Installations across residential, commercial, and rural properties
- Fast execution without land-related challenges

End-to-End Execution & Support Model

- From consultation to installation and after-sales service
- Smooth customer journey with transparent communication

Quality, Technology & Reliability Focus

- Advanced inverter systems with smart connectivity features
- Durable components ensuring long-term performance and savings

Our Target Market

We operate in a subsidy-driven rooftop solar market fueled by rising electricity costs, increasing awareness of renewable energy, and strong government support for residential and small commercial solar adoption across Gujarat.



Residential Customers (Homeowners)

Households aiming to reduce electricity bills through rooftop solar while benefiting from government subsidies and long-term savings.

Small Commercial Establishments

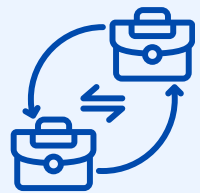
Shops, offices, and small businesses looking to lower operational costs and ensure reliable power through cost-efficient solar solutions.

Rural & Farm-Based Properties

Farm houses and rural properties with available rooftop space, offering strong potential for solar adoption and clean energy usage.

Customer Acquisition Strategy

We acquire customers through subsidy-driven demand, local outreach, and simplified solar adoption processes, ensuring faster conversions, strong customer trust, and scalable growth across residential and small commercial segments.



Subsidy & Government Scheme Awareness

Focused promotion of schemes like PM Surya Ghar Yojana, educating customers about subsidy benefits up to ₹78,000 and driving high-intent leads.



Local Market Outreach & Direct Engagement

On-ground marketing, referrals, and local network building to connect with homeowners, shop owners, and rural customers for direct conversions.



Digital Marketing & Lead Generation

Use of WhatsApp, social media, and online campaigns to generate inquiries and educate customers about solar benefits and savings.



End-to-End Consultation & Conversion Support

Providing complete guidance from site inspection to documentation and installation, ensuring a smooth and trustworthy customer journey.



Partnerships & Referral Network

Collaboration with local agents, electricians, and influencers to expand reach and generate consistent project leads.

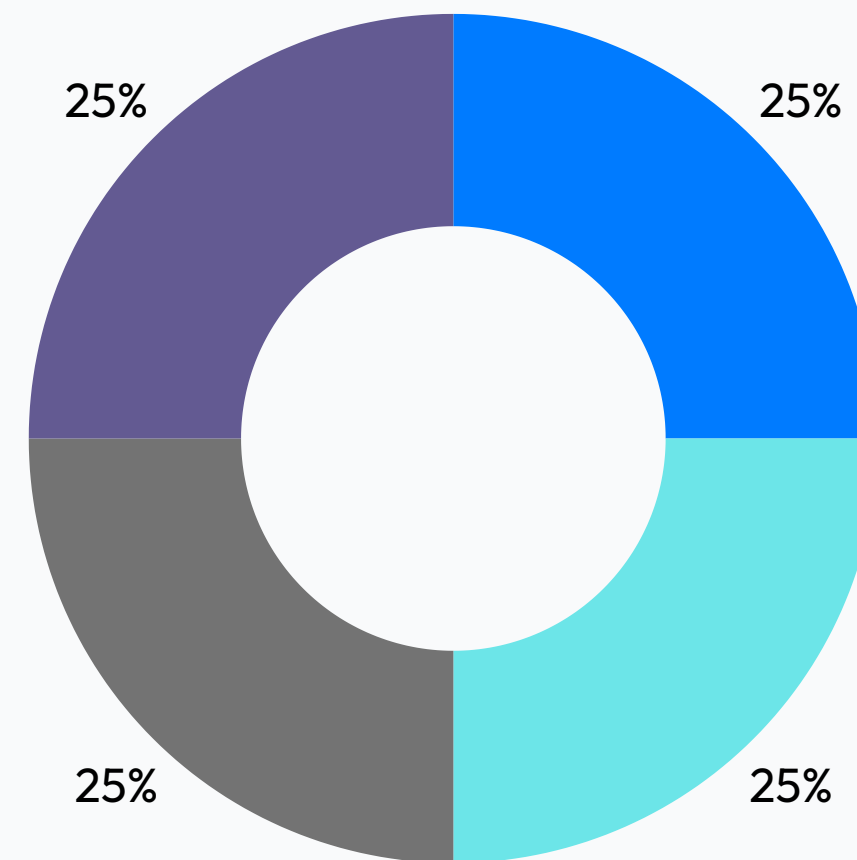
Revenue Model

Solar System Sales & Installation

Primary revenue generated from installation of rooftop solar systems for residential, commercial, and rural customers, including equipment supply and service charges.

Subsidy-Driven Customer Conversion

Higher sales volume driven by government subsidy benefits up to ₹78,000, making solar systems affordable and increasing customer acquisition.



Loan-Based Installation Model

Revenue supported through financing options, enabling customers to install systems with low upfront payment while ensuring steady project flow.

After-Sales Service & Maintenance

Additional income through system maintenance, upgrades, and service support ensuring long-term customer engagement.

The revenue model is built on high-demand rooftop solar installations, subsidy support, and scalable customer acquisition, ensuring consistent growth and sustainable income generation.

STP Analysis

Project Type

Rooftop solar system installations for residential, commercial, and rural customers

Grid-connected systems with subsidy benefits and long-term electricity savings

Customer Segment

Homeowners looking to reduce electricity bills

Small businesses and shop owners seeking cost-efficient energy solutions

Rural and farm-based property owners with usable rooftop space

Geography

• Gujarat State

Focus on urban, semi-urban, and rural areas with high electricity consumption



Targeting

- **Residential Customers seeking subsidy-supported solar solutions**
- **Small Commercial Users aiming to reduce operational electricity costs**
- **Rural & Farm Property Owners utilizing rooftops for solar adoption**



POSITIONING

- A customer-focused rooftop solar provider delivering affordable, subsidy-backed, and easy-to-install solar solutions with fast ROI, reliable performance, and long-term savings.

Scaling with Purpose, Not Just Growth

EXPANDING CLEAN ENERGY ACCESS THROUGH ROOFTOP SOLAR

Rooftop Installation Expansion

Scale solar installations across residential homes, shops, and rural properties with increasing demand driven by subsidy schemes and rising electricity costs.

Geographic Growth Across Gujarat

Expand operations into new districts and semi-urban regions, tapping into underserved markets with high rooftop solar potential.

Stronger Customer & Market Integration

Build deeper engagement with homeowners, small businesses, and rural customers through awareness, financing support, and simplified adoption processes.

Execution Efficiency & Service Excellence

Enhance installation speed, maintain quality standards, and ensure smooth documentation and subsidy approvals for better customer experience.

Future Goal

To establish a scalable rooftop solar network across Gujarat by delivering affordable, subsidy-backed solar solutions that ensure long-term savings, promote clean energy adoption, and support sustainable growth.

SWOT Analysis

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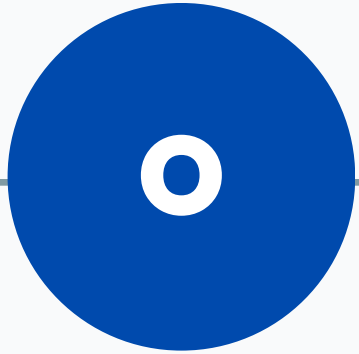
Strengths

- Strong demand driven by government subsidy schemes up to ₹78,000
- Affordable solutions with fast ROI of 3–4 years attracting customers
- End-to-end service model including installation, documentation, and subsidy support
- Use of advanced inverter technology ensuring efficiency and reliability
- Growing presence in residential, commercial, and rural segments

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Weaknesses

- Initial investment cost can still be a barrier for some customers
- Dependence on government subsidy approvals and timelines
- Limited brand recognition in early growth stage
- Execution capacity may be constrained during rapid scaling

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Opportunities

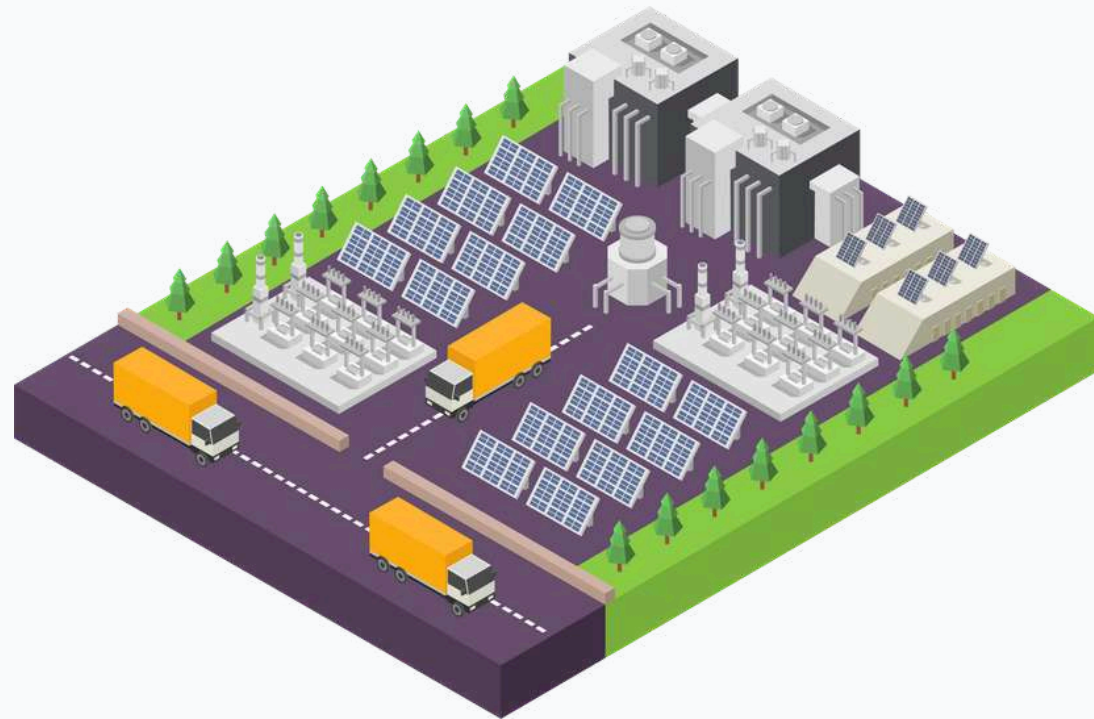
- Increasing electricity costs driving higher solar adoption
- Government target of large-scale rooftop solar installations across India
- Expansion into new districts and semi-urban/rural markets in Gujarat
- Rising awareness about renewable energy and sustainability
- Financing options enabling wider customer base

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Threats

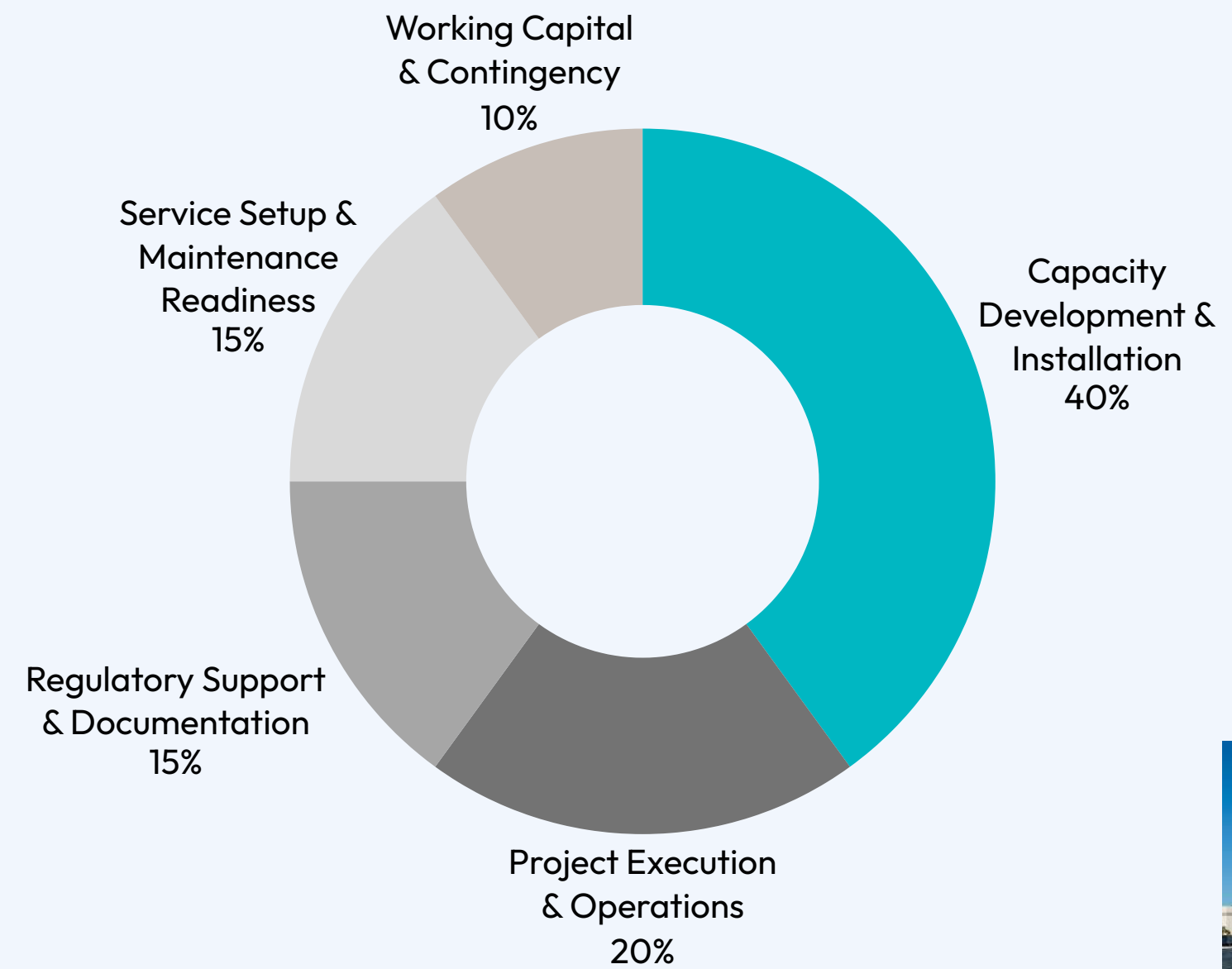
- Changes in subsidy policies or government regulations
- Increasing competition from local installers and large EPC players
- Delays in approvals or subsidy disbursement affecting customer decisions
- Price fluctuations in solar equipment and components
- Customer trust issues due to unorganized market players

Strategic Spend, Scalable Impact



Fund Utilization Plan

Funds will be strategically utilized to expand rooftop solar installations, streamline operations, and support customer acquisition across Gujarat. The focus is on efficient execution, subsidy-driven growth, and long-term service capability.



Why Invest in LMGlow Solar Energy?

Subsidy-Driven Business Model

The business is supported by government schemes offering subsidies up to ₹78,000, ensuring strong customer demand and faster adoption of rooftop solar systems.

High-Growth Market Opportunity

Rising electricity costs and increasing awareness are driving rapid demand for solar solutions across residential, commercial, and rural segments in Gujarat.

Low-Risk & Scalable Model

Proven rooftop installation model with quick execution, minimal infrastructure dependency, and easy scalability across multiple locations.

Attractive Returns & Fast Payback

3–4 year ROI for customers drives strong sales, while recurring demand and referrals create consistent revenue growth for the business.

Investing in LMGlow Solar Energy offers an opportunity to participate in a fast-growing, subsidy-backed solar market with strong demand, scalable operations, and long-term growth potential aligned with clean energy adoption.

JOB CREATION TIMELINE

New Jobs are being created by **LMGLOW SOLAR ENERGY**

**50
Jobs**

March 2027

**100
Jobs**

April 2028

**150+
Jobs**

April 2030

Let's Build India's Future Together

Join us in powering India's clean energy future with government-backed rooftop solar power generation solutions supporting clean energy, grid stability, and long-term energy security

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LMGLOW SOLAR ENERGY

THANK YOU!

