

CASE STUDY

India – Solar PV Market Opportunities Assessment

An European Solar PV company engaged EOS Intelligence to study the solar energy market in India, to be able to evaluate the opportunities in the market. The intelligence report highlighted the market dynamics, regulatory environment, government's role in the energy sector and the competitive landscape.

EOS Intelligence Evaluated India's Solar PV Market Potential For An European Tech Company

CHALLENGE – Defining Project Objective & Scope

EOS Intelligence worked with an established European Solar PV manufacturer to explore the market potential in India. The client sought to identify opportunities that would help in assessing decisions pertaining to potentially entering the market.

Client's Objectives

Assess the solar PV industry dynamics, including trends and drivers, **regulatory environment**, government incentives and **challenges** influencing the market; evaluate market for other renewable sources

Develop an **understanding of market entry channels, investment opportunities** and the status of **infrastructure** required to support energy creation; also assess demand and supply of energy

Evaluate **strategies and key success factors of players** in the solar energy market, focusing on their current activity, **potential growth targets, go-to-market strategy**, and target customer segment

APPROACH – Conducting Research & Analysis

1 Project Scoping

- Preliminary research is conducted to assess information availability; an important step in designing the approach, identifying roadblocks and determine timelines
- Outlining and discussing the proposed approach with the client to ensure fulfilment of objectives

2 Research

- Secondary Research – identifying relevant, credible and up-to-date sources, and deriving information from industry associations, regulatory bodies, company publications, technology forums, government and statistical organizations, and EOS Intelligence's proprietary databases
- Primary Research – contacting market participants (manufacturers, regulatory authorities, concerned government departments, energy buyers, etc.), and energy experts to validate information gathered through secondary sources and to fill-in any research gaps, through a series of first-hand interviews

3 Report Compilation

- Collating information and deriving relevant insights to answer each of the client's questions
- Structuring the output in form of a detailed market intelligence report highlighting the key findings and insights, presented in a visually-rich format

OUTCOME – Deriving Insights & Synthesizing Findings

- EOS Intelligence delivered a **comprehensive intelligence report** which helped the client develop an understanding of the solar PV market dynamics, competitive landscape and the energy market in India. The report indicated the **opportunities** available to the client as well as highlighted various **roadblocks** which might hinder growth
- The report also provided a detailed **evaluation of current and planned regulations influencing the energy market** in India, with specific insights on **renewable energy sources**. Various **government programs** linked to **renewable energy development** were also discussed to illustrate **government's involvement in the sector**, the **incentives** offered to solar PV companies to partner in infrastructure development and **subsidies/benefits offered to consumers** to adopt solar energy in India
- As **assessment of the supply chain** of the solar PV industry detailed out the stakeholders in the sector and the various business models adopted by companies in terms of **sourcing, manufacturing, distribution and sales/marketing**. This was an important analysis from the client's perspective as the **findings enabled in the development of a robust business model** to operate in the Indian market.
 - Competitor-related findings provided further **insights on the product portfolio, planned investment on technology and innovation, and customer-centric initiatives** undertaken by various companies to establish their foothold in the emerging market
- **EOS Intelligence's findings formed the mainstay in the development of the client's solar PV market entry strategy in India. The insights delivered on the market was acknowledged to be robust and beneficial for the client's internal evaluation of the market opportunity.**
- **The client appreciated the wide coverage of the report, especially the analysis of the regulatory environment and the assessment of the leading stakeholders in the sector.**
- **Overall, the quality of the analysis and the depth of research was well received.**

About EOS Intelligence

EOS Intelligence is a professional services firm that delivers bespoke research solutions targeted at corporate planners and decision makers, and institutional investors.

Our knowledge resources, spread across sectors such as automotive, consumer goods, energy and healthcare enable us to support a wide range of research and intelligence needs, spanning strategy assessments, supply chain rationalization and investment analyses.

We work closely with corporate and consulting firms, and provide them with customised business research and intelligence solutions that significantly contribute to their strategic and functional decision making.

If you would like to know more about our research solutions, please visit our website www.eos-intelligence.com.