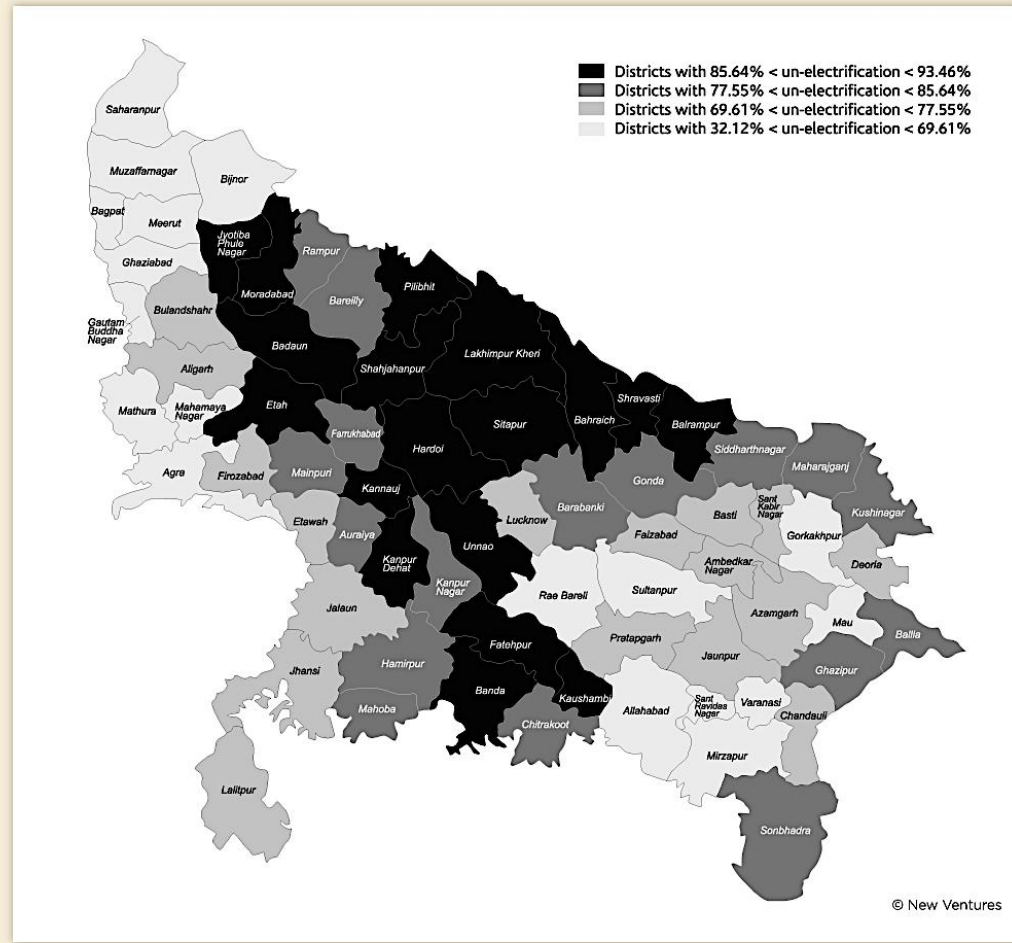


Steps to identify target market – case study for Uttar Pradesh

Check for Un-electrification status

1

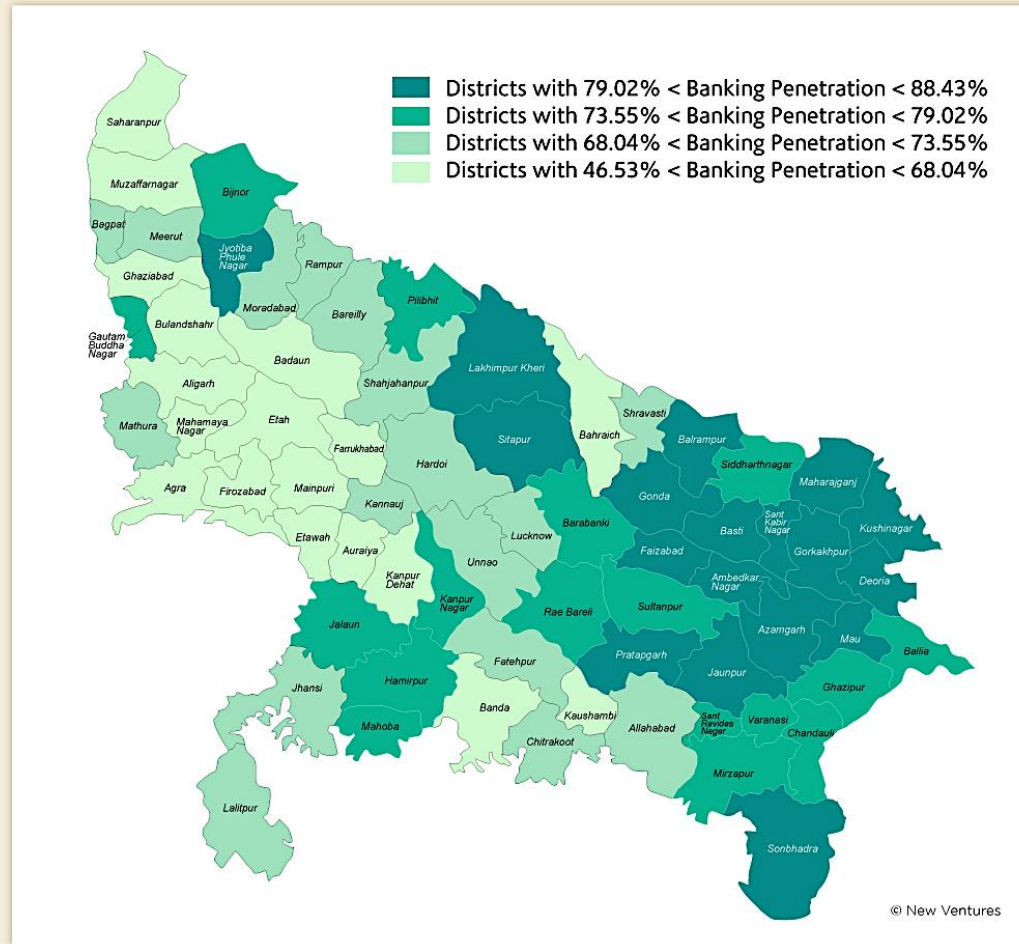


This is the starting point...

Steps to identify target market – case study for Uttar Pradesh

Check for banking penetration

2



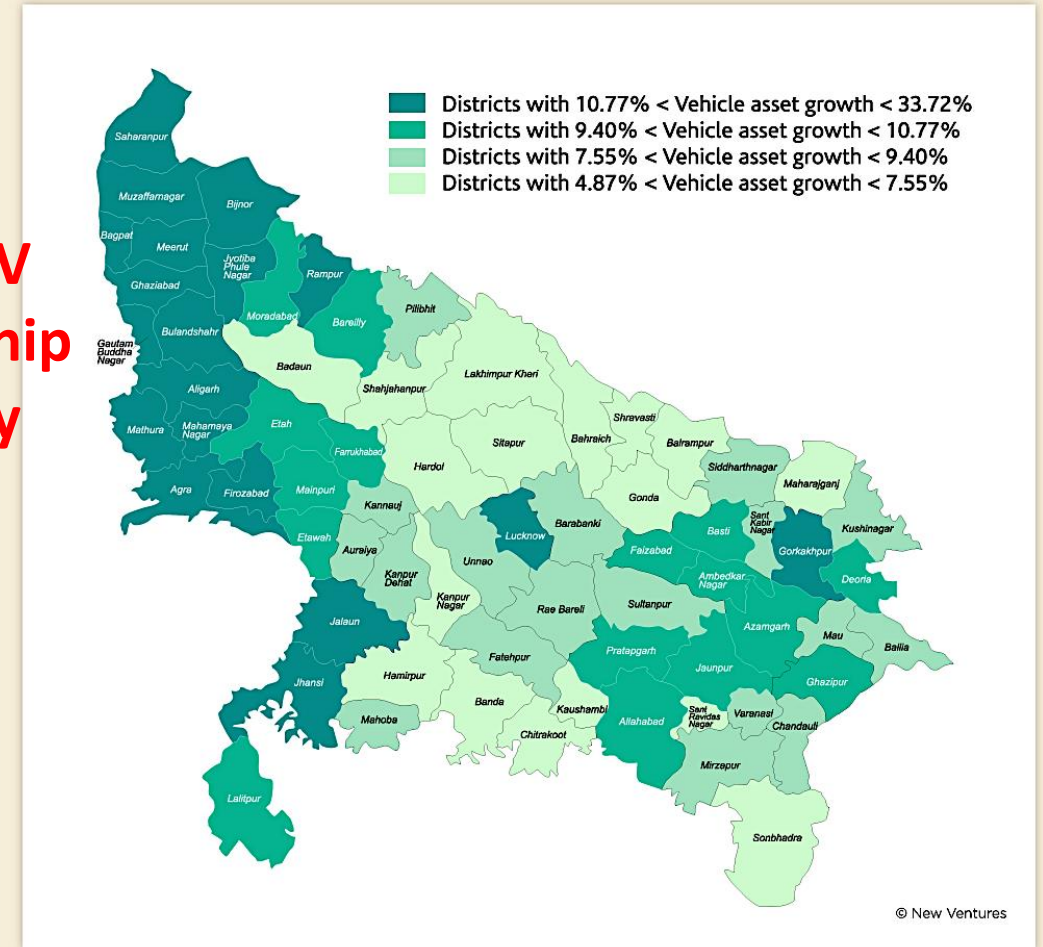
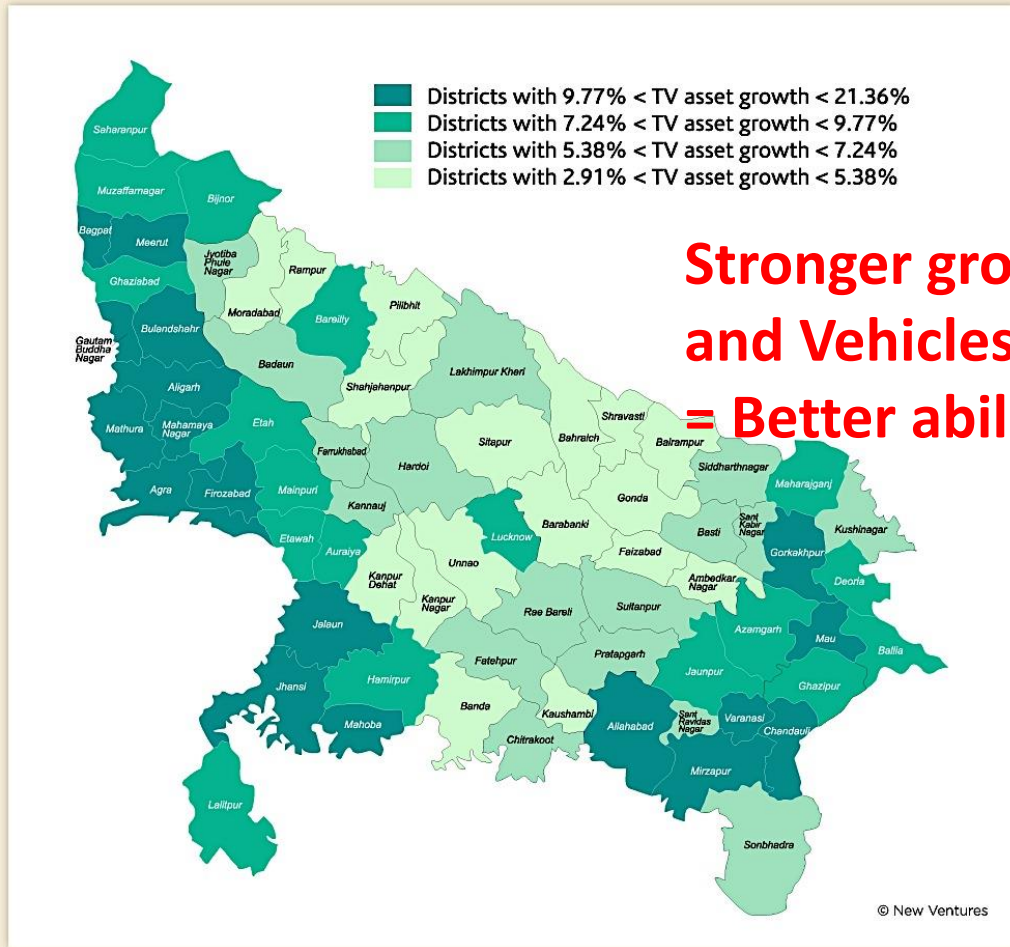
**Higher banking penetration
= Better chances of a loan**



Steps to identify target market – case study for Uttar Pradesh

Check for asset growth

3



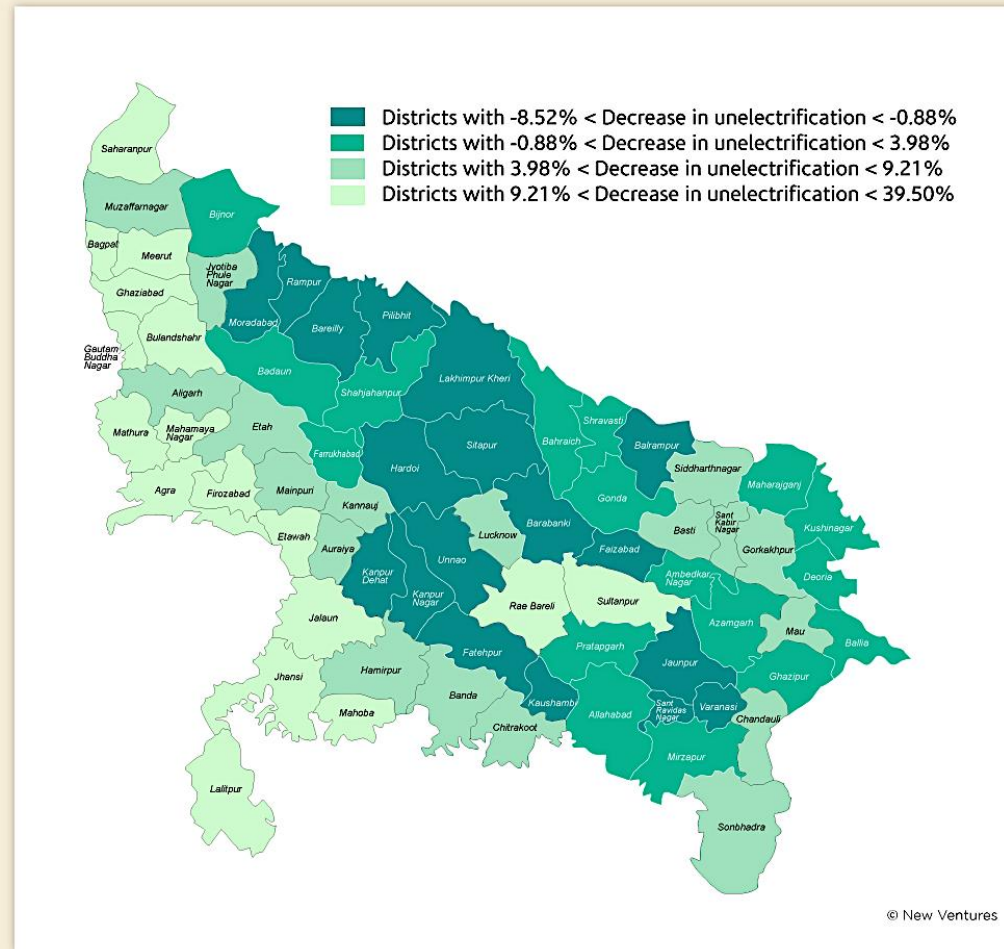
**Stronger growth of TV
and Vehicles ownership
= Better ability to buy**



Steps to identify target market – case study for Uttar Pradesh

Check for grid expansion

4



**Slowly expanding grid =
Lesser competition for
decentralized options**