



ONergy Investment Deck ACEF16



ONergy Solar - June 2016



OUR JOURNEY

Advocacy & Policy Action

Outreach to over 60,000 youth



Promoting Livelihoods Through Sustainable Development

Energy Services Ecosystem Development

Trained 550+ solar entrepreneurs



Impacting Livelihoods



Organic Retail



Farmers Producer Company

Large scale advocacy on Cycle- NMT ban

Energy Services

2008 - 09

2010 - 12

2013 Onwards





A LEADING SOCIAL ENTERPRISE





ONERGY'S ACHIEVEMENTS



Entrepreneur Magazine's
Top 100 Small Business of
the Year 2011



Winner of numerous
business
plan competitions



Best Startup SME –
The Telegraph,
UNDP/UNEP Seed Award



Selected for Yale University's
Social Enterprise program &
Unreasonable Institute & Global
Social Benefit Incubator business
accelerator program



Products certified by Electronics
Regional Test Laboratory
(East), Kolkata



Winner of 2014 WWF-India
Climate Solver Award



Awarded Pacesetter Fund
and Channel Partner -
National Solar Mission of
Ministry of New &
Renewable Energy

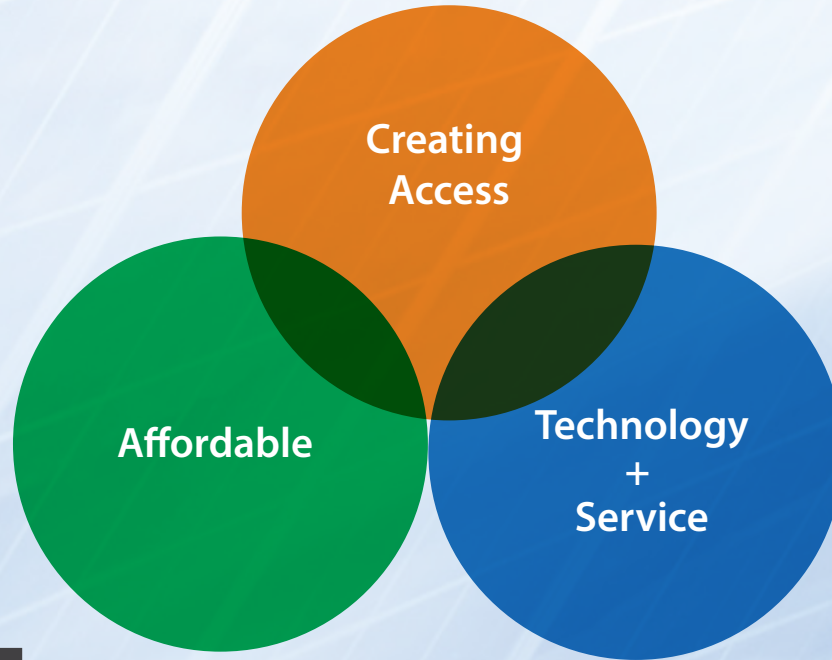


ISO 9001:2008 certified
by TÜV SÜD





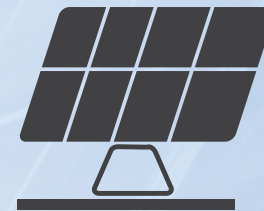
ADDRESSING PAIN POINTS



Community Presence



Consumer Financing



Appropriate Technology





PRODUCTS AND SOLUTIONS

Household Solutions



Solar Lanterns



Home Lighting Systems



TV and Fans

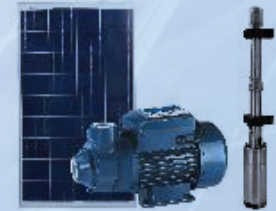
Community Solutions



Street Lights



Micro-Grids



Irrigation Pumps

Institutional Solutions



Solar Power Plants



Grid tied Rooftop Solar





NEW BUSINESS OPPORTUNITIES

Business Model Innovation



Solar Financing

- PAYG Model for Solar Lighting
- Solar Rooftop Leasing / PPA Models



Operating Community-Based Solutions

- Irrigation Pumps:**
 - Build Operate & Transfer Model
- Micro-Grids :**
 - Build Operate & Transfer Model





NEW BUSINESS OPPORTUNITIES

Technology Innovation



Solar for Education and Productive Use

- Digital Learning Centers
- Sewing Machines & Milk Chilling



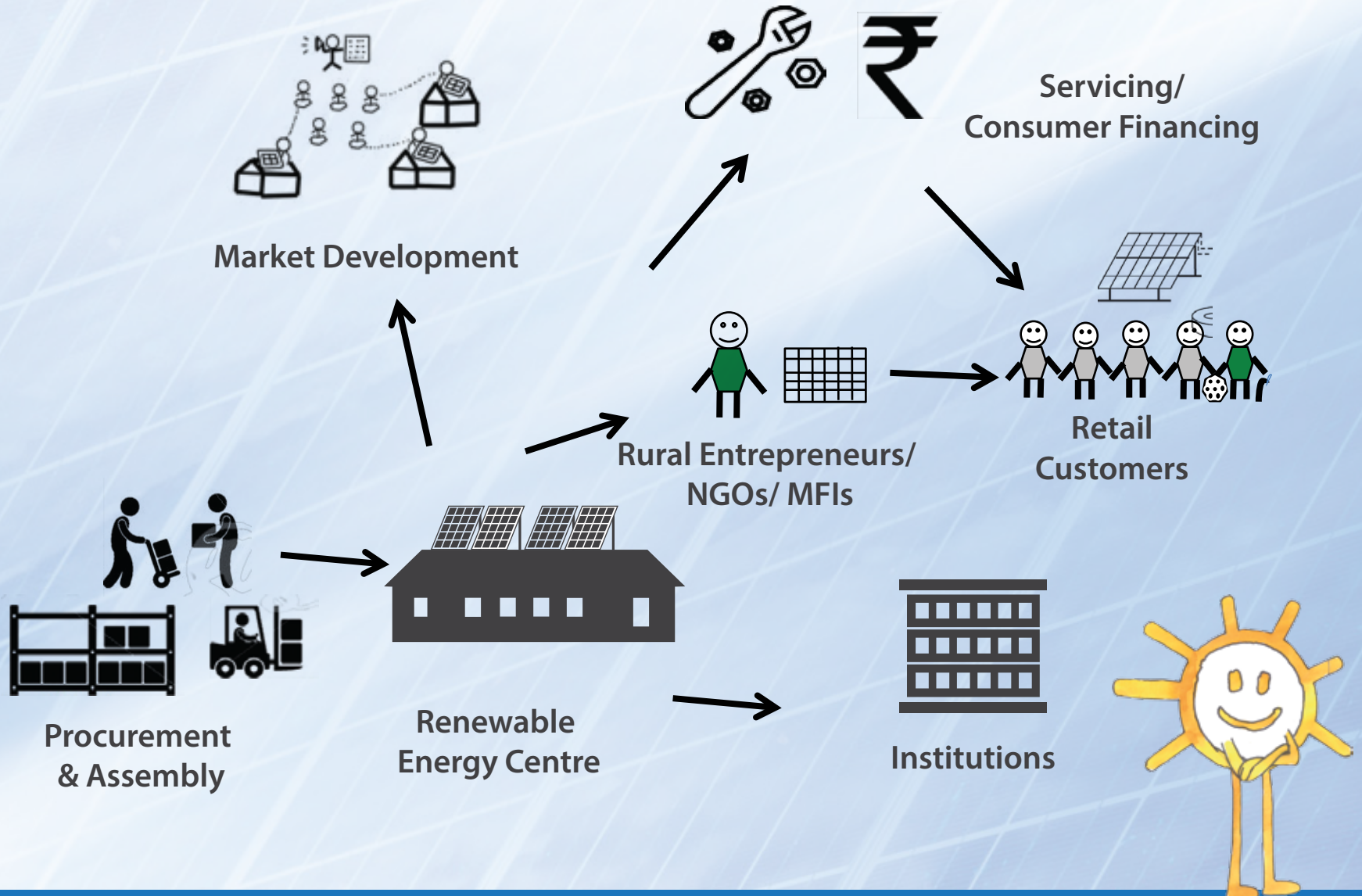
Solar for Agriculture

- Solar powered Micro-Cold Storage & Agricultural Equipment
- Solar Powered Micro Irrigation



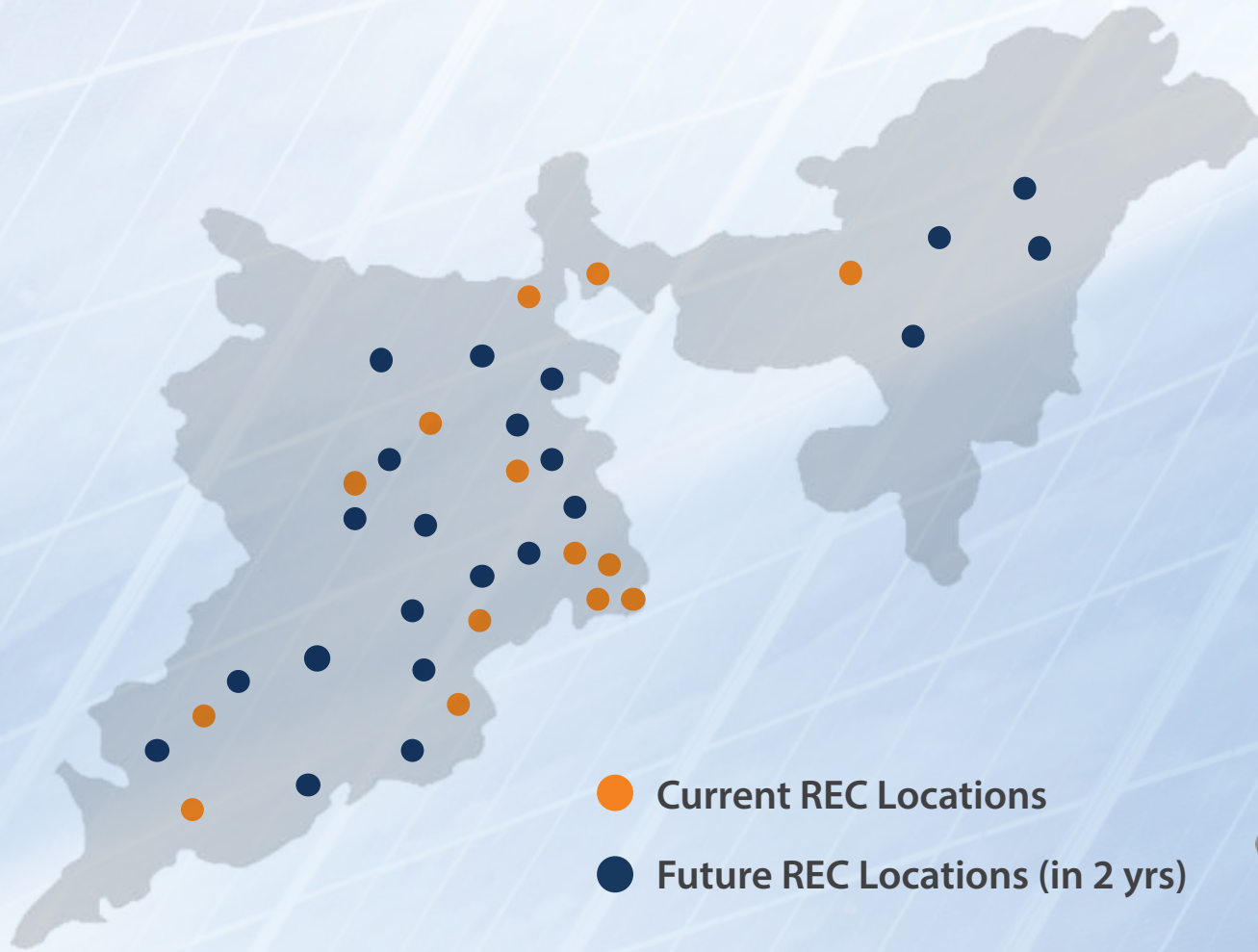


BUSINESS MODEL





AREA OF OPERATION



- Current REC Locations
- Future REC Locations (in 2 yrs)



East and North East constitutes of over 38% of India's BOP population

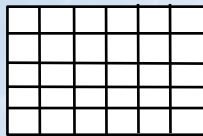
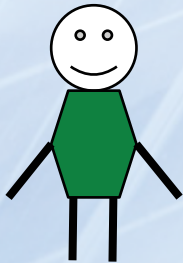


CHANNELS



CASH

- Lanterns & Home Systems
- Cash sales thru partner network



MFI

- 7 MFI partners
- MFIs supported by low-cost funds & revolving energy corpus



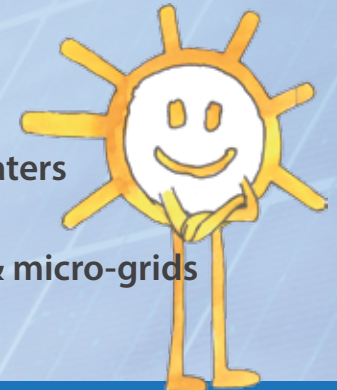
BANK

- Solar Home Systems from 40W - 210W
- Partnerships with all regional rural banks in 3 states & public sector commercial banks



INSTITUTIONAL

- Larger kW systems & solar water heaters
- CSR projects
- Solar computers, irrigation system & micro-grids





INNOVATIVE MARKETING SUPPORT





SERVICE MANAGEMENT

Customer Education



Entrepreneur Training



REC Technical Team



CUSTOMER CARE HELP LINE: 1-800-345-8105 (Toll-Free)





ONERGY CORE TEAM



Vinay Jaju
Co-Founder & COO

Education: Management, S.P. Jain Institute, Mumbai
Experience: General Electric, Australia & Grameen Shakti, Bangladesh
Expertise: Management, technology, operations, renewable energy, environmentalism



Piyush Jaju
Co-Founder & CEO

Education: Economics Honors, St. Xavier's College, Kolkata (University Topper)
Experience: Financial services & investment banking across India, Hong Kong, & Southeast Asia
Expertise: Business strategy, marketing, finance



Shweta Maheshwari
Communications Head

Education: Master's degree, marketing & advertising
Experience: Leading creative agencies
Expertise: Communication, consumer insight, branding, strategy



Broja Gopal Paul
Finance Manager

Education: M.Com
Experience: 9 years experience accounts, audit and corporate finance
Expertise: Audit, accountancy



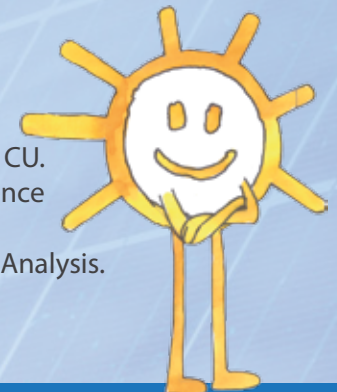
Soudeep Sil
Technical Manager

Education: B.Tech,
Experience: 5 years experience in renewable energy
Expertise: Decentralized Solar solutions



Antara Dey Bhowmik
Systems Manager

Education: B. A (Psychology) CU.
Experience: 8 years experience in Operations & Systems.
Expertise: Communication, Analysis.





CASE STUDIES

Solar Power Plant



Case Study

We have successfully done installations in 50 and more schools. Solarising has solved twin purpose of providing electricity in schools and imbibing in students to rely on clean energy solutions. "We are very happy to use this unconventional form of energy, we expect this will help us to save on the electricity bill of our school. Thus, we will be able to use that money in different aspects which will result in the development of our school." -

Student of Baidyanath High School, Kolkata.

Solar Street Light



Case Study

Mokamberiya Gram Panchayat, Sonakhali, 24 Pdns(S)
Installed 15 Anti-Theft Street Lights for the development of the community. It is an off-grid area. Street Lights are installed beside the village roads, temples, mosques, etc.
ONergy has experience in installing more than 1500 Solar Street Lights across East & North east India

Solar Irrigation Pump



Case Study

"Diesel is expensive but with Solar Irrigation, we are not effected by price rise and farmers can save money- previously farmers were paying Rs. 100 for diesel & mobil, whereas in solar we are paying Rs. 70 per hour."
- Soumitra Biswas.





CASE STUDIES

Solar Home System (Financed From Bank)



Case Study

Under NABARD's Solar Scheme - Over 1000 solar home systems were financed by over 15 commercial and rural banks across East India. ONergy worked with remote unbanked households and connected them to local rural banks – who offered the households a solar loan refinanced by NABARD. The monthly installment of households to replace their kerosene expenditure.

Solar Lanterns (Micro Financing)



Case Study

ONergy has also been able to facilitate low cost financing to its MFI partners through partnerships. We are working across East India with the MFI partners to promote Solar Lanterns to the last mile using their network. This model makes the solar lanterns affordable to the rural mass.





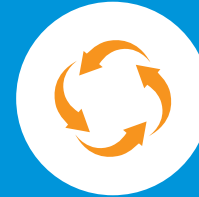
IMPACT



3,50,000+
Lives Impacted



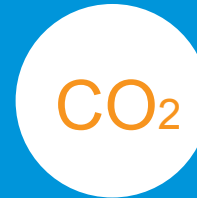
3000+
Villages & Towns Covered



15 Renewable Energy
Centres



2,500
Trainings



15,000 Tonne
Carbon Emissions Saved





MILESTONES

| | 2014-15 |
|---------------------|-------------------------------|
| Sales | INR 7.4 crore (USD 1.1 mn) |
| RE Centers | 12 |
| Villages | 400+ |
| Lives Impacted | 300,000 |
| Grass-Root Partners | 50 |
| Training | 2000+ |
| Team | 70 |



| | 2015-16 |
|---------------------|----------------------------|
| Sales | INR 13 crore (USD 2 mn) |
| RE Centers | 20 |
| Villages | 2500+ |
| Lives Impacted | 440,000 |
| Grass-Root Partners | 100+ |
| Training | 2500+ |
| Team | 100 |



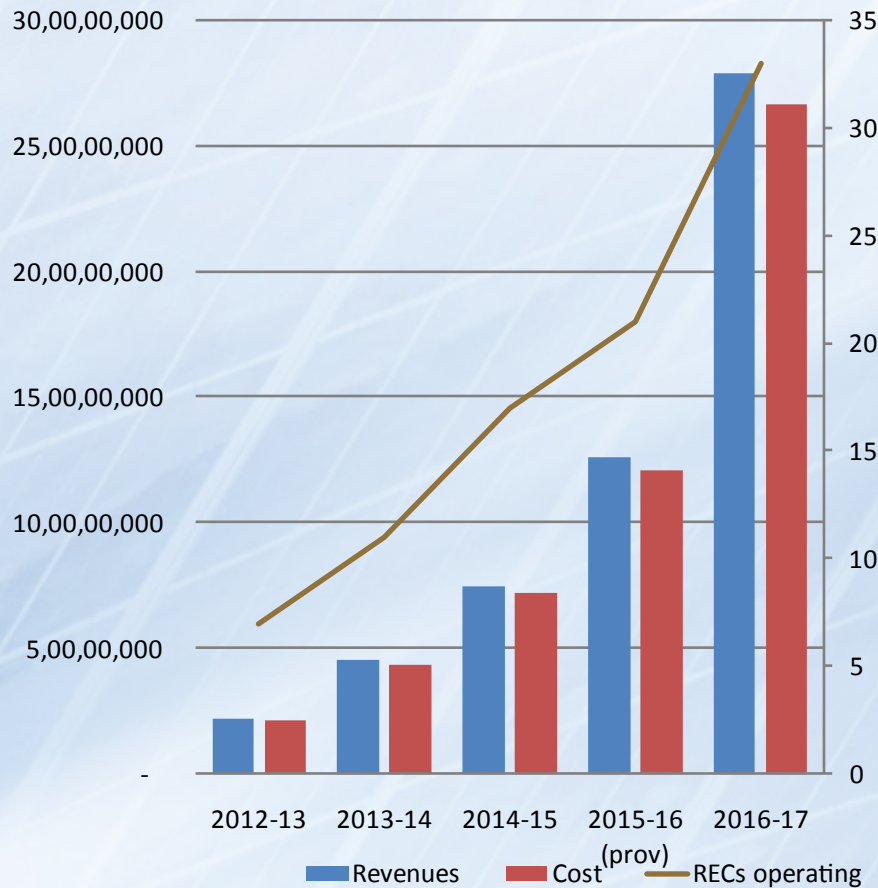
| | 2016-17 |
|---------------------|----------------------------|
| Sales | INR 28 crore (USD 4 mn) |
| RE Centers | 33 |
| Villages | 4000+ |
| Lives Impacted | 770,000 |
| Grass-Root Partners | 150+ |
| Training | 3000+ |
| Team | 140 |





SCALE UP

Financial Projections (INR)



Key Notes

- Achieving 2x growth since 2010
- Gross margins – 28-30%
- Company profitable since 2013
- Unit Economics – REC operational breakeven in 1st year. Investment payback in 5th Year





INVESTMENT

**Seeking Patient Capital totalling INR 13 crores (USD 2M),
to be utilized over 2 years**

Investment Utilization

| Details | in INR'000 |
|---|-----------------|
| Renewable Energy Centres Establishment Cost | 6,800 |
| Capex | 16,000 |
| Household Solutions Working Capital | 30,555 |
| Community Solutions Working Capital | 43,134 |
| Institutional Solutions Working Capital | 41,806 |
| | |
| Total Investment Requirement | 1,38,294 |





PARTNERS & SUPPORTERS

Technical Support



Grass-Root Partners



Mentorship Support



Yale School of Management



Dasra Social-Impact



Investors



Centre for Innovation Incubation and Entrepreneurship



Esteemed Customers



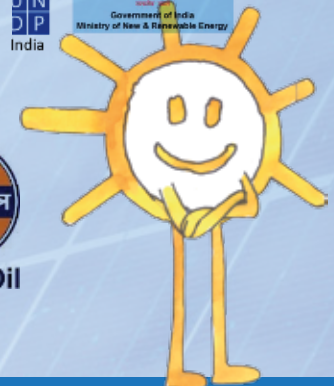
Kolkata



METRO RAILWAY KOLKATA



IndianOil





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