

The sun has risen  
for a  
**100 GW Solar Market**



**REECODE Energy Solutions**  
Power Your Profits

## FOR INVESTORS / ENERGY CONSUMERS

### POWER, HEAT & STEAM SERVICES FOR YOUR PROFITS

Solar power is now not only inevitable, but also immensely profitable, compared to all other conventional fuels like coal, gas, furnace oil and diesel.

However, like with all large-scale projects, solar initiatives too are fraught with risks that an outsider will not be able to prepare for in advance. There are various risks - financial, technical, political, implementation and maintenance. Our several years of experiencing in assisting and managing solar power investments have given us an edge that will surely reduce your risks to the bare minimum.

With a solar plant life of minimum 25 years, we will help you harness the eternally free source of solar energy to contribute to your profits, immediately and for long.

We will hold your hand on the path of enhanced profits, while ensuring that the operating hours of your business rise substantially, and thereby your profits, with consulting, financial and design solutions for your heat, steam and power requirements.

Start harnessing solar power. Start harnessing profits. Immediately.

## Plus...

### 80% ACCELERATED DEPRECIATION

Save on taxes. Invest in a solar energy solution. Get quick payback.

### FREE POWER FOR LIFE

Free power source - Sun. Say NO to rising fuel costs.

### SAVE O&M COSTS

Solar plant life of minimum 25 years, against conventional solutions with high operating costs.

### REVENUES FROM RECs

For every unit of power generated, earn renewable energy certificates.

### REDUCE POLLUTION

Save the trouble of frequently dealing with the pollution control board.

### WELL, EXTEND YOUR OPERATING HOURS

Improve capacity utilization, your productivity, sales and thereby, profits.

### NO DEPENDENCE ON SUBSIDIES

Solar power projects can now be profitable even without government subsidies

## FOR SOLAR COMPANIES

### STRATEGIES, LEADS & MARKETS MARKET-MAKING SERVICES FOR COMPETITIVE STRENGTHS AND GROWTH

Captive power plants, diesel genset systems, furnace oil applications, large/expensive power consumers like industries, commercial establishments and malls alone make up for a 100 GW solar energy market.

That is a US \$ 100 bn (almost ₹ 6 lakh cr) market.

We are experts in holding investors' hands upto the decision-making level by educating potential clients, creating awareness, introducing them to solutions and attractive cash-flow projections. We will contribute to market maturity and qualified lead generation.

As market-makers, we will guide you on how to gain the required competitive strengths, reach out to the market, bring down cold-calling costs to zero and build your brand.

Work smart. Work Big. Immediately.

## OUR STRENGTHS

## The Team



### BHUPESH TRIVEDI

He is CEO of the business, having over 5 years of exclusive solar experience, in a professional life of total 28 years. He has enabled several MWs of solar power projects to come up in the country.

His earlier work was in Internet technologies, research & media.

### ARIF BEMAT

Arif is a lead consultant with REECODE Energy Solutions. He aptly covers the Maharashtra region with regional/political expertise on behalf of investors and solar companies to gain a leading edge for speedier and cost-effective ways of implementing solar projects. His background is in industrial sales.



## DEPENDABILITY THAT MATTERS

We wish that you could be know-alls.

That's never going to be. It is as much true for us too.

However, we complete the circle with including in our team people with a wide-range of expertise that you can depend upon:

- Technical / Engineering
- Sectoral / Industrial
- Regional / Political
- Project Management
- Business
- Marketing, Sales & PR

Finally, we deliver value for your every ₹.

# People Listen...

CEO Bhupesh Trivedi has presented at the following exclusive solar conferences:

1. National Off-Grid Solar Summit, New Delhi, organised by Solar Quarter, July 2013
2. Solar Investment Opportunities, Jaipur, organised by Federation of Rajasthan Trade and Industry (FORTI) and Waaree Energies Ltd, June 2013
3. National Solar EPC Summit, New Delhi, organised by Solar Quarter, June 2013
4. North India Textile Conclave, Chandigarh, organised by Confederation of Indian Textile Industry (CITI), February, 2013
5. National SME Summit, Indore, , organised by Network 18 group.
6. InterSolar, Mumbai November, 2012
7. Solar Investment Opportunities, Indore/Dewas/Bhopal, organised by Waaree Energies Ltd, October, 2012.
8. Indian PV Manufacturing Summit, organised by UK-based media company PV-Insider, at Gurgaon, August 2012
9. EPC Sphere, Mumbai, organised by New Delhi's Cerebral Business, July 2012
10. Textile Innovation Summit, Vapi, Gujarat, organised by The Textile Association
11. "Challenges facing the SME sector" Seminar, Palghar, Thane, organised by St. John's Institute of Management, March 2012
12. "Solar Energy Just Got Cheaper", Tarapur, Thane, organised by the Tarapur Industrial Manufacturers' Association (TIMA) and Tarapur Management Association (TMA) February 2012
13. "Green Architecture" seminar for architects organised by Indian Institute of Architects at Nashik on February, 2012
14. A round-table discussion for power project developers under Gujarat's 2nd solar policy, self-organised
15. Exclusive Solar Seminar, organised by Ahmedabad Management Association

# Opinion Counts

We are fortunate to see international media publishing our opinions:

On how India's current account deficit can derail the national solar mission:

Renewable Energy World  
PV Magazine  
Solar Industry Mag

Indian solar market update:

Renewable Energy World  
PV Magazine  
Solar Industry Mag

On CSP technology in India:

CSP Today

On how an investor will lose in feed-in-tariff system and National Solar Mission and Why it makes sense to go in for captive solar power plants:

PV-Insider  
PV-Magazine  
Renewable Energy World  
CSP Today  
Solarplaza

Our invitation for RFPs for a major national solar power pack programme:

PV-Magazine  
Energetica-India  
Solar Novus Today

On our focus to open up a US\$ 14 bn solar business opportunity:

PV-Magazine  
Solar Thermal Magazine  
SolarMash.com

On solar power becoming cheaper than diesel in India:

Renewable Energy World

On Chinese solar companies' fears relating to India:

Renewable Energy World

On opportunities for the banking and financial services sector:

The BFSI Magazine

On power rates in next 10 years:

Business Standard





**NEED WE SAY MORE?**

Let's meet.



**REECODE Energy Solutions**  
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