

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

2022



The most respected promotion platform in the Indian renewable industry

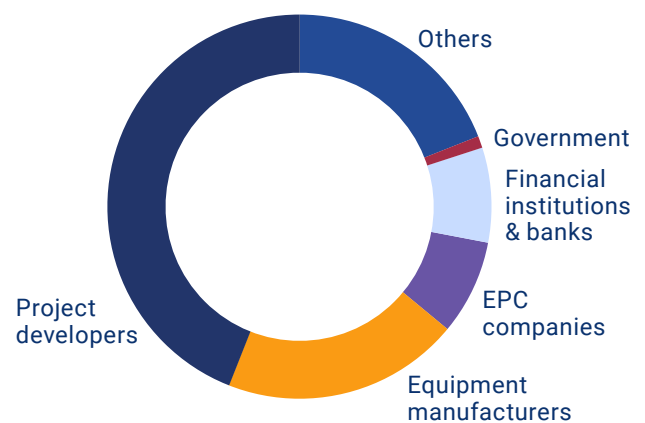
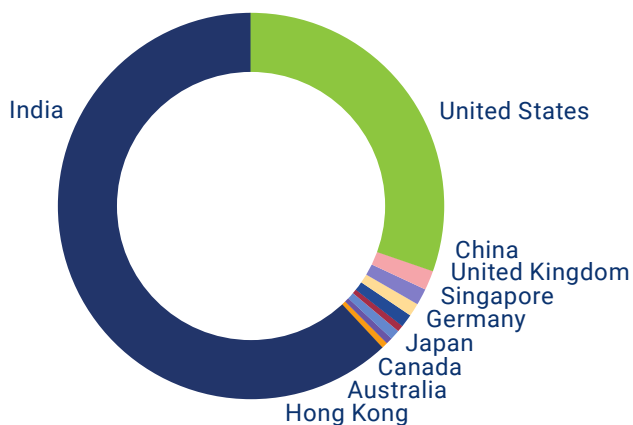
Read our research
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- **Our content is high quality and unbiased**
Based on primary, bottom-up research and project database
- **Our brand reputation is very strong**
Key reference document for the Indian solar market
- **Our subscriber base includes over 60,000+ industry professionals**
Readership across India and abroad including USA, Europe, Japan, China and rest of Asia
- **Our publications have access to key decision makers**
Covering private, public and institutional sectors
- **Our outreach is a mix of print, online and social media**
- **We can develop a customised strategy across all channels at attractive rates**

Our readership profile



Widely recognized for our expertise



Piyush Goyal

*Former Minister of
State Power, Coal and
New & Renewable Energy*
GOVERNMENT OF INDIA

India Solar Handbook report...comprehensively covers the potential of renewable energy sector...I found many of the findings especially interesting and the CEO survey gave me insight into how some of our policies are perceived. I compliment the efforts of the 'BRIDGE TO INDIA' team disseminating information relating to MNRE to all the stakeholders.



Vineet Mittal

Managing Director
AVAADA ENERGY

BRIDGE TO INDIA has emerged as one of the most credible sources of information and analysis in solar power industry. Their reports are extremely crisp and reliable. We rely on them extensively for various internal and external consultations.



Darius Lilaoonwala

Managing Partner
AUGMENT
INFRASTRUCTURE

BRIDGE TO INDIA conducted a deep dive study for us on the C&I renewable market in India. Their insightful and well-articulated analysis was a critical input in our investment thesis for one of India's leading C&I players.



Jury's Choice Award

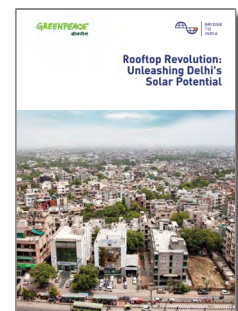
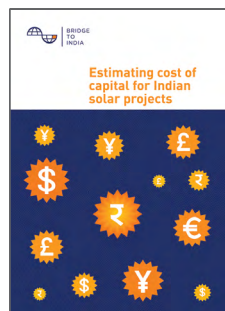
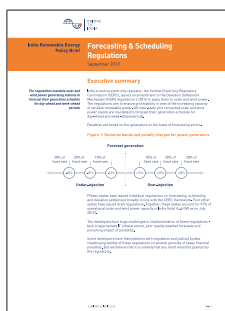
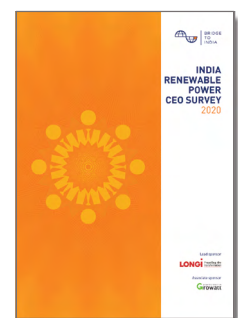
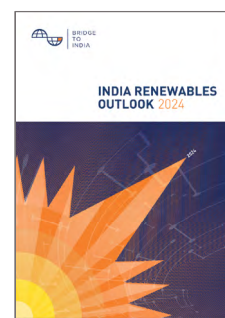
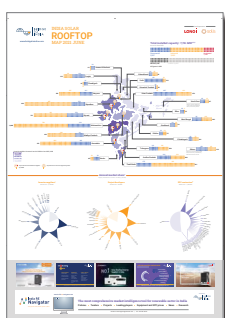
for RE Market Research, 2017

Our calendar for 2022

Jan India RE Outlook  WEBINAR	Feb India Solar Compass  India Solar Map WEBINAR	Mar India Solar Rooftop Map WEBINAR
Apr India Storage Market  India RE CEO survey CONFERENCE	May India Solar Compass 	Jun India RE Market Brief  WEBINAR
Jul India C&I RE Procurement  PREMIUM REPORT 	Aug India Solar Compass  India RE Map CONFERENCE	Sep India RE Market Brief  India Solar Rooftop Map
Oct WEBINAR	Nov India Solar Compass  Report  CONFERENCE	Dec India RE Market Brief 

 PREMIUM reports

Our reports



Our past supporters

Equipment suppliers

EPC contractors

Project developers and investors

Others



Events

As the industry's only integrated knowledge services company, BRIDGE TO INDIA is uniquely positioned to organise best-in-class thought leadership events. Our events bring together leading industry experts from across the sector for thought-provoking discussions on major business, policy, technical and financing aspects.

Various sponsorship, advertisement and other business promotion opportunities are available. We can structure the agenda and format of the events to match your business objectives and promote your business.

Conferences



Throughout the year



Web

Indicative Topics	Month
South East Asia solar market	April 2022
Renewable sector - 2031 vision	August 2022
Techology landscape – modules, inverters & storage	November 2022



Sponsorship fee for 1-day events

Option	Cost (₹)
Platinum sponsorship	700,000
Gold sponsorship	500,000
Silver sponsorship	350,000
Speaker slot	200,000

Note : These price are indicative and can change depending upon duration, timing and deliverables of the event.

Webinars, interviews and podcasts

Indicative Topics	Agenda
Module technology	Evolving module technology landscape <ul style="list-style-type: none"> • Mono-perc and poly-crystalline market shares • Increasing panel sizes – is bigger better? • Economics of bi-facial + trackers and impact on project LCOE • Impact on project design and BOS considerations
Inverter technology	Inverter technology landscape <ul style="list-style-type: none"> • String vs central • Increasing share of micro-inverters • Role of inverters and grid stability
Solar-Wind Hybrid technology	Unique requirements of hybrid plants <ul style="list-style-type: none"> • Procurement design, evolving trends • Project design challenges and opportunities • Execution costs, LCOE
Power markets	New instruments (Green DAM, electricity futures) <ul style="list-style-type: none"> • Trading volumes and price • Key counterparties • Impact on RE
Utility scale storage	<ul style="list-style-type: none"> • Impact of storage at generation, distribution or transmission levels • Competing technologies • Economics of RE/ hybrid RE + storage for baseload, peak and RTC power • Potential market size
Behind-the-meter storage	<ul style="list-style-type: none"> • Economics of RE + storage for C&I consumers • Supply side dynamics • Different use cases and building a value stack • Regulatory issues • C&I and residential market potential
Project operations and asset management	<ul style="list-style-type: none"> • New technologies • Key players • Cost and contracting trends • Case studies
Market outlook – Open access RE	Markets, policy, regulation and outlook
Market outlook – Rooftop solar	Markets, policy, regulation and outlook
Market outlook – Utility scale renewables	Markets, policy, regulation and outlook



The speakers



Ashwini Kumar Patil
CEO
TATA Power (Renewables)

Idrish Khan
CTO
Ginlong (Solis)

Sudhir Pathak
Head of Engineering
Hero Future Energies



Nalin Kumar Sharma
VP - Asia and Pacifics
Ecoppia

Puneet Jaggi
Founder
Prescinto Technologies

Aakash Trivedi
Senior General Manager
TUV SUD

Sponsorship fee

Option	Details	Cost (₹)
Webinars	Lead sponsor	300,000
	Associate sponsor	200,000
	Speaker	150,000
Blogs	Blog, opinion piece	100,000
Interview	Live / recorded interview	300,000

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India Renewable Weekly

India Solar Compass

India Renewable
Market Brief

India C&I Renewable
Brief

Analyst time

Databases

Projects

Tenders

Policies

Equipment and EPC
prices

Power tariffs

Other reports

India Renewable Outlook





India Solar Rooftop
Market

India Solar Rooftop
Market Analytics

India Solar Open
Access Market

Estimating cost of
capital for Indian
solar projects

India Renewables Policy and Tender Update

-  Throughout the year
-  Mail to our subscribers
-  Web
-  Social media

This video presents a monthly snapshot of key policy, regulatory and tender developments in India's renewable power sector.


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Advertisement fee


Details	Cost (₹)
Monthly video	200,000

BRIDGE TO INDIA website



REPORTS
 CONSULTING
 ABOUT






Renewable energy – going through a period of peaks and troughs

ART ANALYSIS 08/04/18 03 October 2018


Total utility-scale solar and wind installed capacity reached 58 GW on September 30, 2018. Solar and wind capacity individually stood at 24 GW and 34 GW respectively. Last 12 months were notable for exponential surge in tender announcement. 46 GW of solar and wind tenders were announced in between...



Spot price spike unlikely to have any impact on solar power

BRIDGE TO INDIA 01 October 2018


Spot prices for power on the energy exchange in India touched an all-time high of INR 17.61/ KWH (USD cents 24) last week. Average daily price on October 1, 2018 shot up to INR 7.64 (USD cents 11), about 150% higher than average...



Tamil Nadu issues a 'feel good' draft solar policy

SAI MANJANATHAN 27 September 2018


Tamil Nadu Energy Development Authority (TEDA) has released a draft solar policy for comments. The draft policy envisions a total installed capacity of 8,884 MW by 2022, 40% (3,553 MW) of this capacity is expected to be added by rooftop solar systems. Key proposed provisions in the policy...



International strategic investors hedging their bets in India

BRIDGE TO INDIA 14 September 2018

HongKong CLP Group has agreed to sell 40% equity stake in its Indian subsidiary, CLP India, to CPQI, a Canadian pension fund. Meanwhile, Engie has also offered a 50% equity stake to STDA, a French institutional investor, in its wind business in India. These are just two recent...

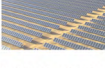


Power sector reform still distant dream

BRIDGE TO INDIA 21 September 2018

The Ministry of Power has proposed a number of progressive ideas for the electricity sector in the form of draft amendments to the National Electricity Act and National Tariff Policy. Proposed amendments include obligating DISCOMs to supply 24x7 power, a new penalty mechanism...


Advertisement



Unremitting price focus a major challenge for the Indian solar sector

BRIDGE TO INDIA 16 September 2018


MNRE recently advised SECI to revise calling tariff downwards in new utility scale solar tenders to INR 2.68 (2.50 without any safeguard duty), a reduction of over 8% on the prevailing level of INR 2.93. The recent 10,000 MW integrated manufacturing tender also...



Government no closer to unlocking the manufacturing puzzle

BRIDGE TO INDIA 03 September 2018


SECI has made several amendments to its RFS for the integrated project development and module manufacturing tender. The big change is reduction in manufacturing capacity from 5 GW to 3 GW. MNRE received strong representations from the private sector...



Wind sector pick up eighteen months away

SHYAMA ANJANA 18 August 2018


India added 1.8 GW of wind capacity in FY 2018 (down 67% over FY 2017). We estimate that capacity addition will further slow down to about 1 GW per annum over the next two years before picking up again. The slowdown is largely a result of the sector moving slowly from FIT based allocation to auction. Tariff fell...



Slow project progress poses a risk to government targets

BRIDGE TO INDIA 12 August 2018


702 MW of new utility scale solar power generation capacity was commissioned in Q3 2018 taking total installed capacity to 24,941 MW on June 30, 2018. Capacity addition was 11% below our estimate and 60% below the scheduled commissioning target. It was also 82% lower than actual capacity addition in the previous...



Floating solar slow to takeoff

BRIDGE TO INDIA 20 August 2018

In December last year, SECI announced an EDI for 10 GW of floating solar projects, which was later adopted into the government's revised 227 GW RE target for March 2022. Several large floating solar projects have been announced subsequently over the last few months. But bid deadlines...




MSEDCL fights back against rooftop solar

BRIDGE TO INDIA 11 August 2018

Maharashtra State Electricity Distribution Company (MSEDCL), Maharashtra's largest DISCOM, has proposed a series of measures to counter growth of rooftop solar in its latest petition to the state regulator. The proposed measures include (i) shift from net-metering to gross-metering; (ii) restrictions on capacity addition...

Advertisement

RECENT REPORTS



WATER USE IN SOLAR POWER SECTOR | SEPTEMBER 2018

India's rapidly growing solar sector is heavily exposed to water risks. This report examines the extent of exposure and measures that may be used to mitigate them.

DOWNLOAD

RESEARCH AND SUBSCRIPTION SERVICES

We maintain extensive databases covering government policy and regulations, tenders, auction results, project information, equipment prices and financial deals. We can create customized research packages for you. You can also subscribe to our **standard subscription packages**.

TESTIMONIALS

BRIDGE TO INDIA was quick to understand our precise needs and mobilize their team to suit our timescales. The strength of their market relationships and in particular their deep international reach proved very useful to our business.

Mr. Deepak Thakur
MD & CEO
KIRLOSKAR SOLAR

TERMS AND CONDITIONS OF USE

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Throughout the year



Web

Estimated Viewership

60,000 subscribers
200,000 + annual
visitors

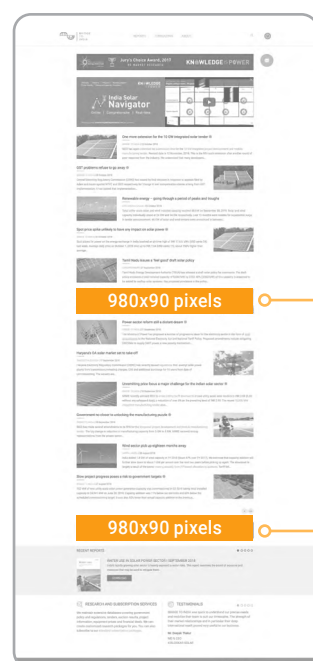
Advertisement fee

Option	Details	Cost (₹)
Homepage	Two banners	160,000/ month
Report page and all individual report pages	Two banners	100,000/ month
Blog page and individual blog pages	Two banners	100,000/ month

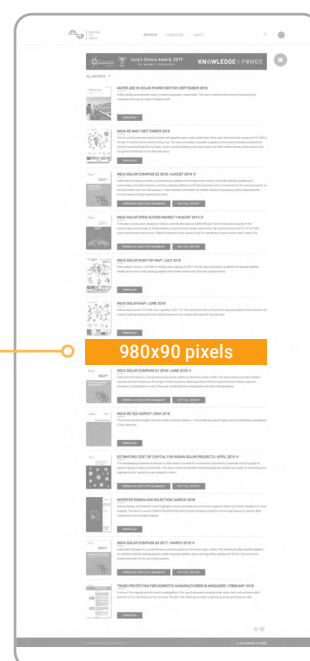
*Banner can be linked to the advertiser's specified website

Advertising specifications

Home Page

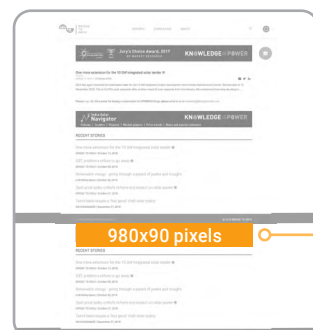


Reports or blog page

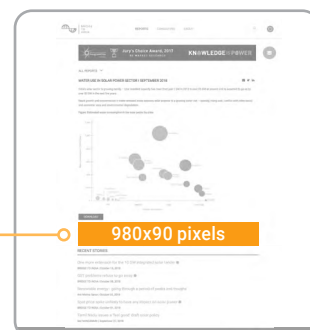


Your
Advertisement

Individual blog page




Individual report page



Your
Advertisement

All advertisement material should be in .png or .gif format. For .jpeg or .tiff format the resolution should be 72 dpi (static images only).

India RE Monthly


30 September 2019

India RE Monthly

Advertisement

Rooftop solar O&M needs urgent policy intervention
Sai Nandamuri | 26 September 2019

Indian rooftop solar market grew at an estimated CAGR of 83% over past three years. While the market grows rapidly, operation and maintenance (O&M) provision is often ignored. Specialist rooftop solar O&M business segment has not taken off yet in India...

Customs duty bazooka for module manufacturing
BRIDGE TO INDIA | 24 September 2019

After failure of all previous and ongoing policy initiatives to kickstart domestic manufacturing of solar modules, MNRE has recommended imposition of basic customs duty on import of all solar PV cells, components and modules. It has recommended that duties of 10-15%...

Slowdown bites hard
Sai Nandamuri | 20 September 2019

India's total installed solar capacity touched 34,154 MW on 30 June 2019. This capacity is split between utility scale, rooftop solar and off-grid solar as 27,934 MW, 4,980 MW and 1,260 MW respectively. Total project pipeline – projects allocated...

Forecasting regulations a tough proposition for developers
BRIDGE TO INDIA | 18 September 2019

In response to a petition filed by the Indian Wind Power Association (IWPA), the Rajasthan High Court has recently upheld validity of the forecasting and scheduling regulations. The IWPA had challenged validity of these regulations on the grounds of high penalty...

The renewable energy bull run is over
BRIDGE TO INDIA | 10 September 2019


Last week, we stated that investor interest in the RE sector has fallen sharply in the last 12 months. In the wake of increasing costs and execution risks, difficulties in getting debt financing and delinquent DISCOMs, the developers are finally saying no to new tenders...

Undersubscription becoming a norm
BRIDGE TO INDIA | 3 September 2019

Two auctions were completed last week by SECI for a 1,800 MW wind tender and a 1,200 MW solar tender respectively. Both were heavily undersubscribed and received only two responses each: wind – CLP (250 MW) and Enel (300); solar – SB Energy (450)...

Advertisement

Recent reports

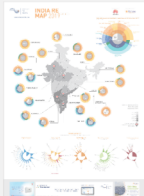


Forecasting and Scheduling Regulations

India's central electricity regulator, the Central Electricity Regulatory Commission (CERC), issued an amendment to the Deviation Settlement Mechanism (DSM) regulations in...

[DOWNLOAD EXECUTIVE SUMMARY](#)


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India RE Map | September 2019

India added 9,327 MW of utility scale wind and solar capacity in the last 12 months. Total installed RE capacity is estimated at 66,650 MW as on 30 September 2019. The India RE Map provides detailed break up of capacity in India by state and contract type...

[DOWNLOAD MAP](#)



India Solar Compass Q2 2019

Q2 was again a slow quarter for the solar sector with new capacity addition coming in at only 1,104 MW, down 55% over previous quarter and 28% below our estimate. As of 30 June 2019, total installed capacity and pipeline have grown to 34,154 MW and 19,698 MW respectively...

[DOWNLOAD EXECUTIVE SUMMARY](#)

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Monthly



Mail to our subscribers



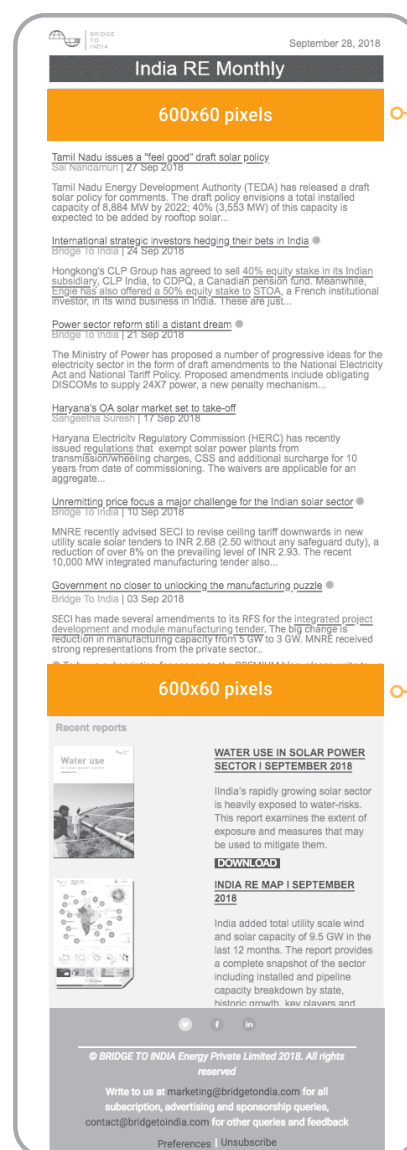
Social Media

A monthly mailer with a summary of our succinct, analytical opinion on the latest developments in the Indian cleantech market, circulated via email and social media. It is the most read and respected clean energy newsletter in India.

Advertisement fee

Option	Cost (₹)
Two banner advertisements	180,000

Advertising specifications



Posted on our website, LinkedIn and Youtube channels; also circulated to our 50,000+ subscribers through monthly emailer.

All advertisement material should be in **.pdf** format. In case the files are in **.jpeg** or **.tiff** format then the resolution should be 600 dpi (static images only).

**Your
Advertisement**

India Renewable CEO survey



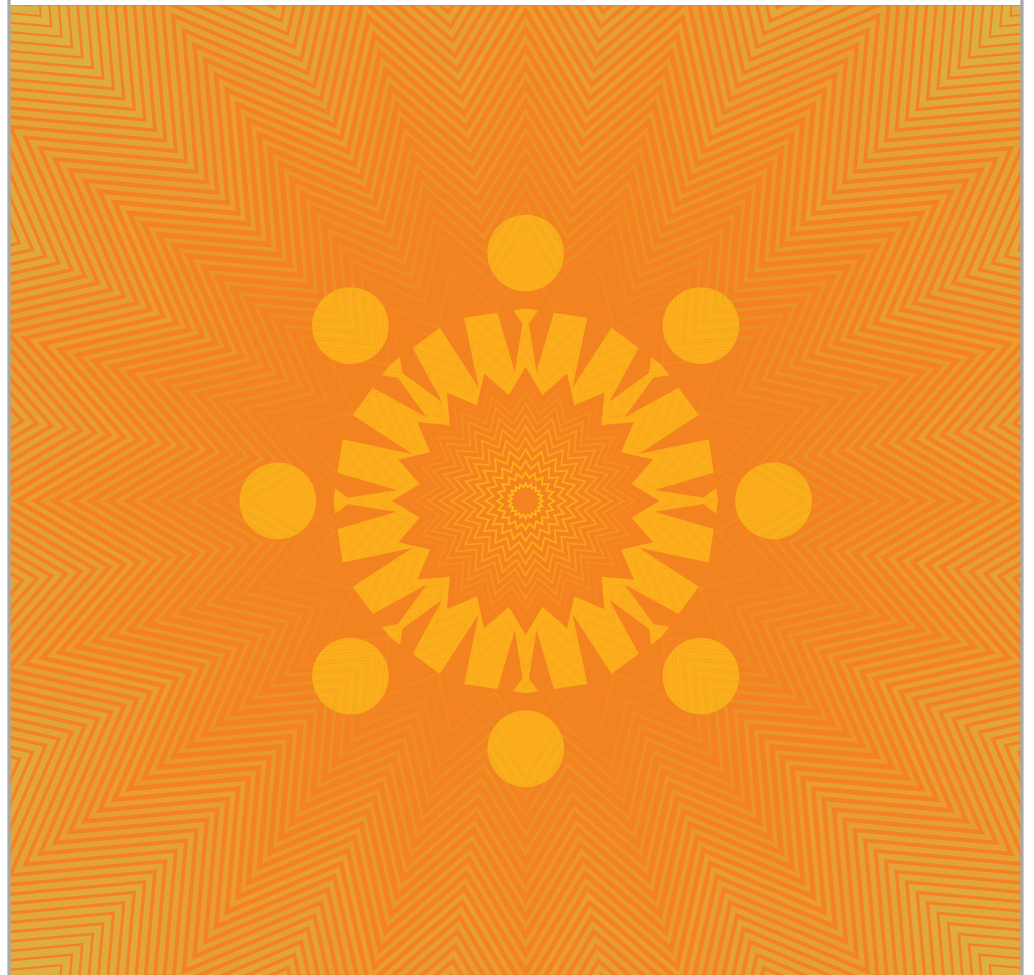
Lead sponsor

Lead sponsor

Associate sponsor

Associate sponsor

INDIA RENEWABLE CEO SURVEY 2022





Q2/2022



Print and web



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India Renewable CEO survey is an annual publication and a key reference document for industry decision makers and stakeholders.

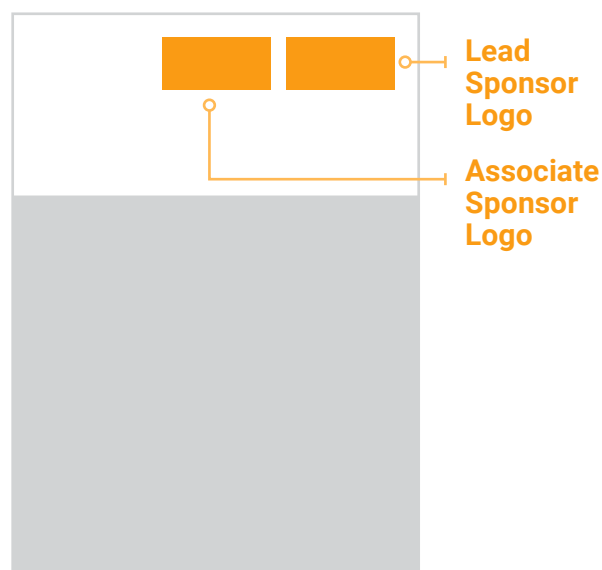
Advertising options

Option	Details	Cost (₹)
Lead sponsor	Logo on cover page and all other pages as lead sponsor + full page advertisement + logo on the questionnaire	500,000
Associate sponsor	Logo on cover page as associate sponsor + full page advertisement	300,000
Full page advertisement		160,000

Advertising specifications

To maximise your branding effect, we work exclusively with one or two lead sponsors and associate sponsors for each publication.

Cover



Full page advertisement



All advertisement material should be in **.pdf** or **.eps** format. In case the files are in **.jpeg** or **.tiff** format then the resolution should be 600 dpi (static images only).

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Q1/2022



Print and web



Mail to our subscribers

Circulation and readership

10,000+ downloads from our website

Estimated readership of 50,000+

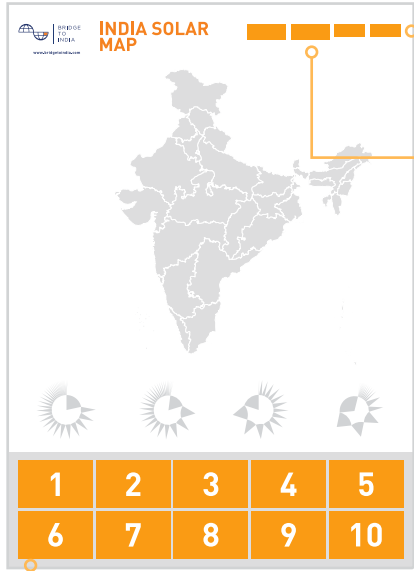
A1 sized map that depicts solar policies and installed project capacities across India, plus market shares of project developers/module/inverter manufacturers and EPC contractors in the Indian solar market.

Advertising options

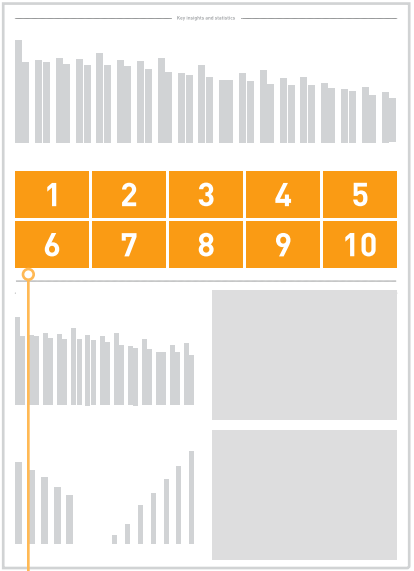
Option	Details	Cost (₹)
Lead sponsor	Logo as <i>lead sponsor</i> + advertisement on both front side and back side + logo placement to highlight 5 key projects on the map + logo on data collection form	400,000
Associate sponsor	Logo as <i>associate sponsor</i> + advertisement on both front side and back side + logo on data collection form	300,000
Front page advertisement	Space underneath the data charts	160,000
Back page advertisement	Space underneath the data charts	100,000

Advertising specifications

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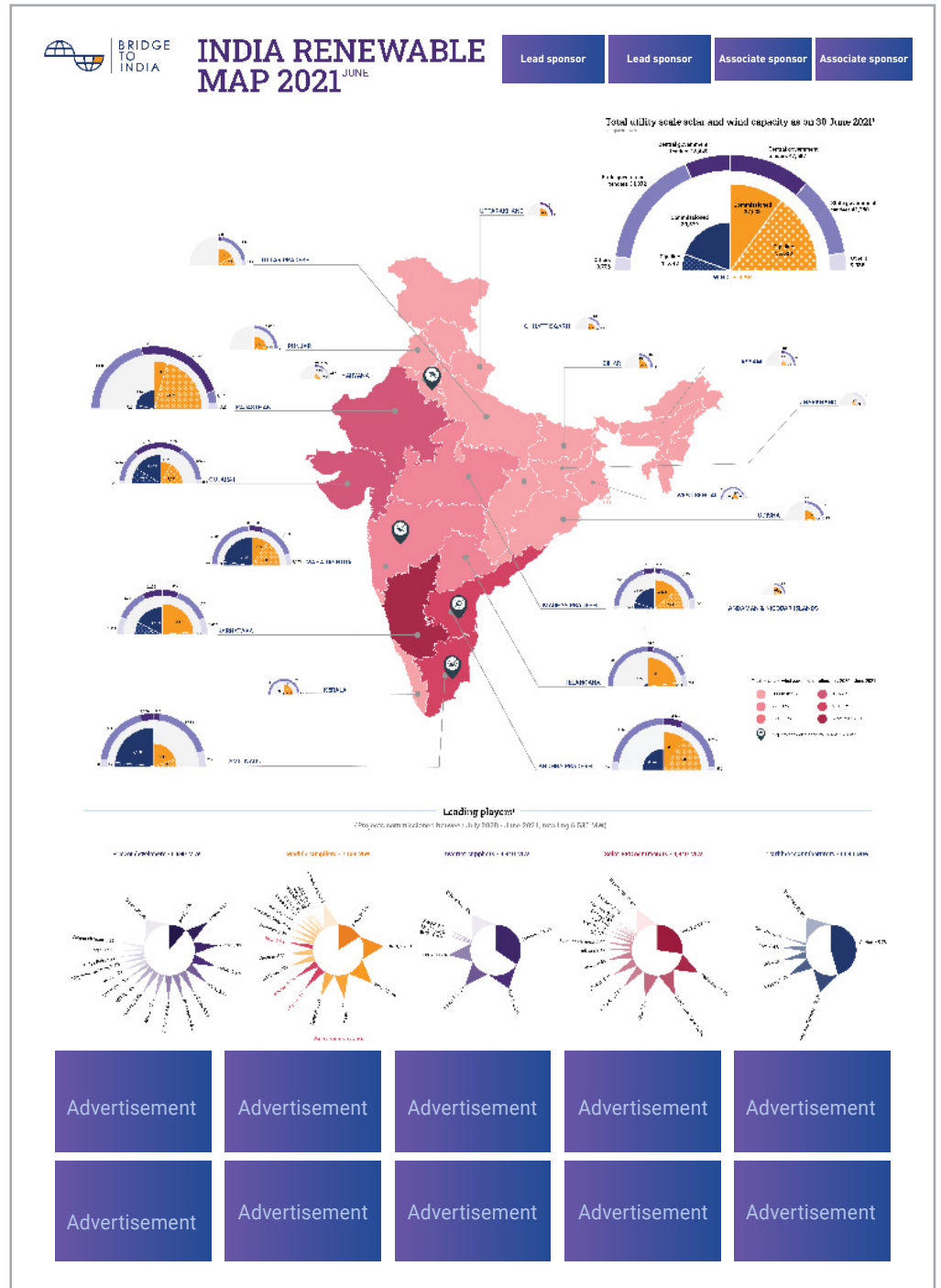
Front page advertisement
10.4 x 6.6 cm (Each box from 1-10)



Back page advertisement
10.4 x 6.6 cm (Each box from 1-10)

All advertisement material should be in **.pdf** format. In case the files are in **.jpeg** or **.tiff** format then the resolution should be 600 dpi (static images only).

India Renewable Map





Q3/2022



Print and web



Mail to our subscribers

Readership

15,000+ downloads
from website
Estimated readership
of 50,000+

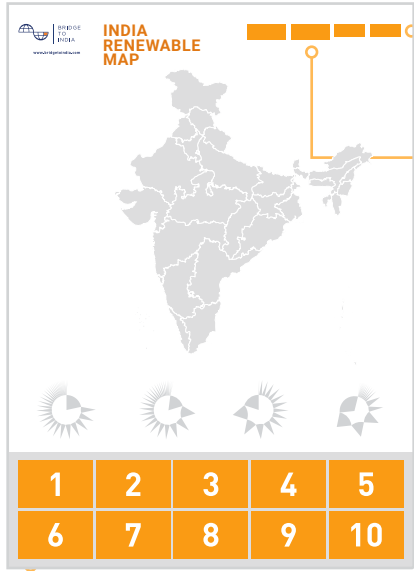
A1 sized map that depicts renewable policies and installed project capacities across India, plus market shares of project developers/module/inverter manufacturers and EPC contractors in the market.

Advertising options

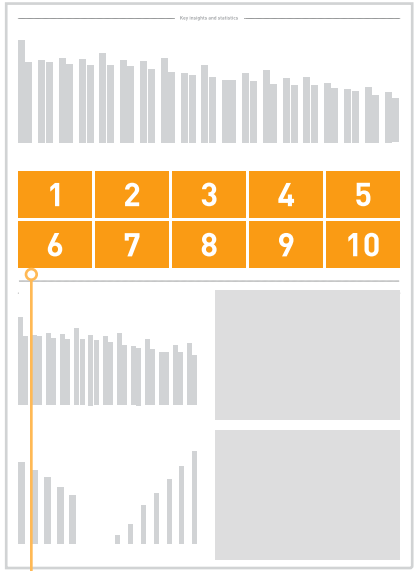
Option	Details	Cost (₹)
Lead sponsor	Logo as <i>lead sponsor</i> + advertisement on both front side and back side + logo placement to highlight 5 key projects on the map + logo on data collection form	500,000
Associate sponsor	Logo as <i>associate sponsor</i> + advertisement on both front side and back side + logo on data collection form	350,000
Front page advertisement	Space underneath the data charts	160,000
Back page advertisement	Space underneath the data charts	100,000

Advertising specifications

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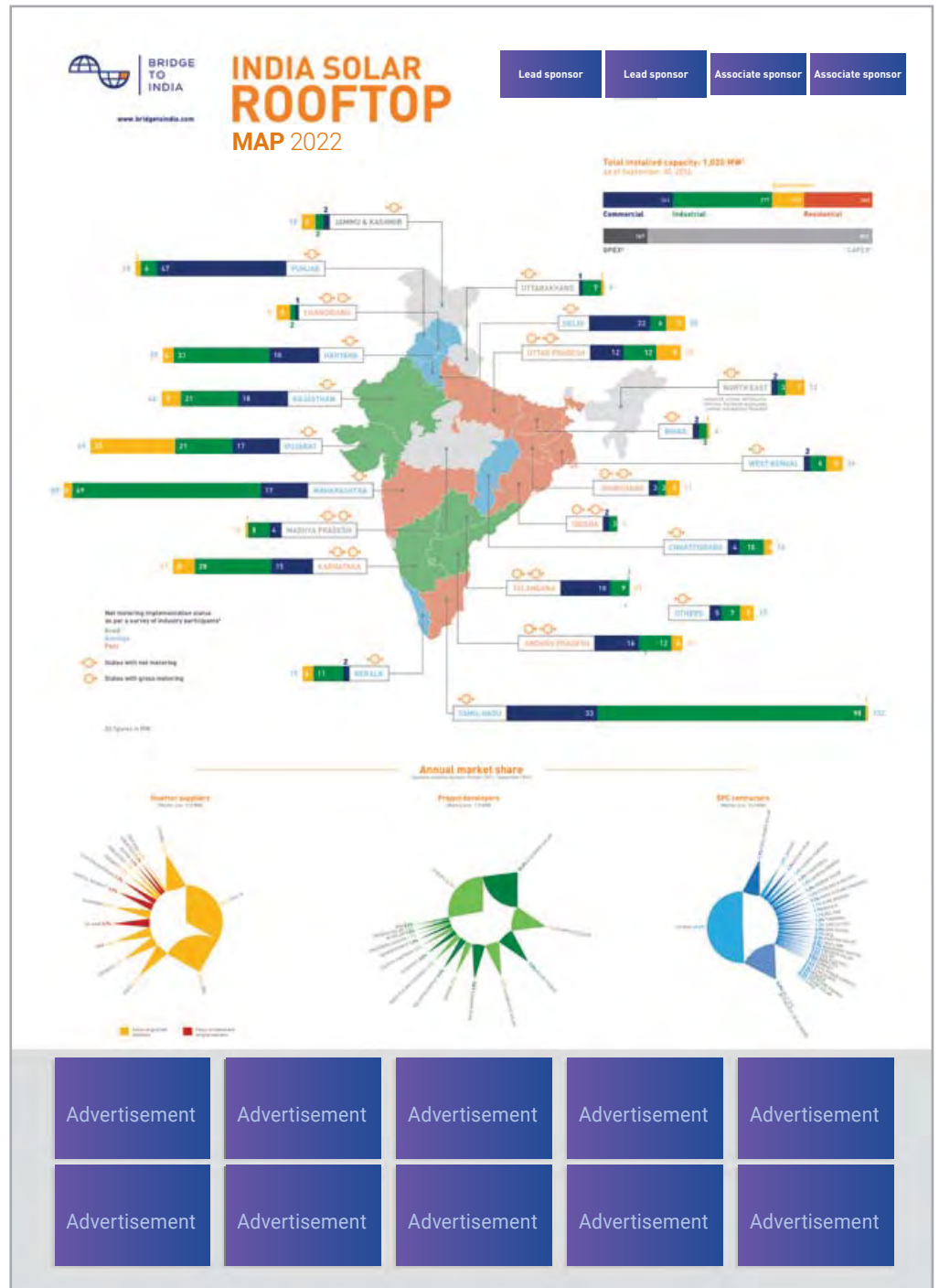
Front page advertisement
10.4 x 6.6 cm (Each box from 1-10)



Back page advertisement
10.4 x 6.6 cm (Each box from 1-10)

All advertisement material should be in **.pdf** format. In case the files are in **.jpeg** or **.tiff** format then the resolution should be 600 dpi (static images only).

India Solar Rooftop Map





Q1 & Q3/2022



Print and web



Mail to our subscribers

Circulation and readership

10,000 downloads from website
Estimated readership of 30,000+

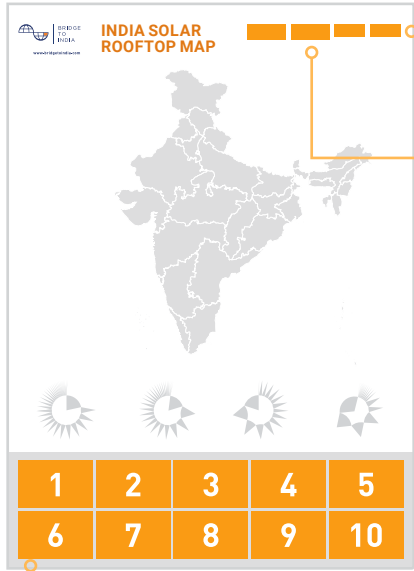
A1 sized map depicting installed rooftop solar capacity in India across states and policies plus market shares and market projections.

Advertising options

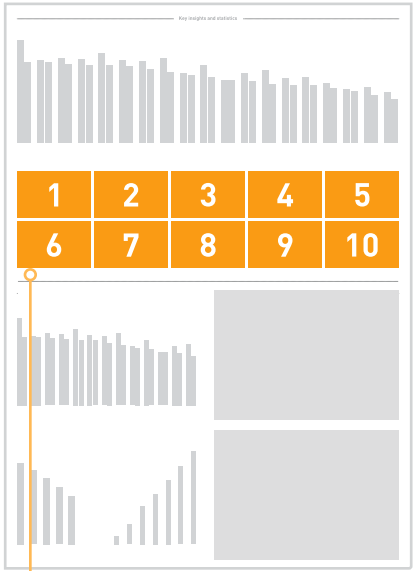
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Associate sponsor	Logo as <i>associate sponsor</i> + advertisement on both front side and back side + logo on data collection form	300,000
Front page advertisement	Ad Space underneath the map	160,000
Back page advertisement	Ad Space underneath the data charts	100,000

Advertising specifications

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Front page advertisement
10.4 x 6.6 cm (Each box from 1-10)

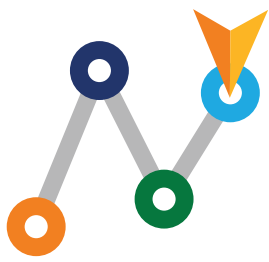


Back page advertisement
10.4 x 6.6 cm (Each box from 1-10)

All advertisement material should be in **.pdf** format. In case the files are in **.jpeg** or **.tiff** format then the resolution should be 600 dpi (static images only).

Terms & conditions

1. All terms and conditions are liable to change without any further notice.
2. All advertising and sponsorship opportunities are offered on a non-exclusive basis.
3. Advertising fee needs to be paid in advance together with GST (18%). which shall be extra and payable as applicable.
4. Full editorial control and copyright to all content shall lie with BRIDGE TO INDIA.
5. Report or event launch dates may change for events beyond our control.
6. All advertising material is subject to approval by BRIDGE TO INDIA, which in its sole and absolute discretion may refuse any advertisements.



India RE Navigator

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