



BRIDGE  
TO  
INDIA

# Advertising and sponsorship opportunities 2019



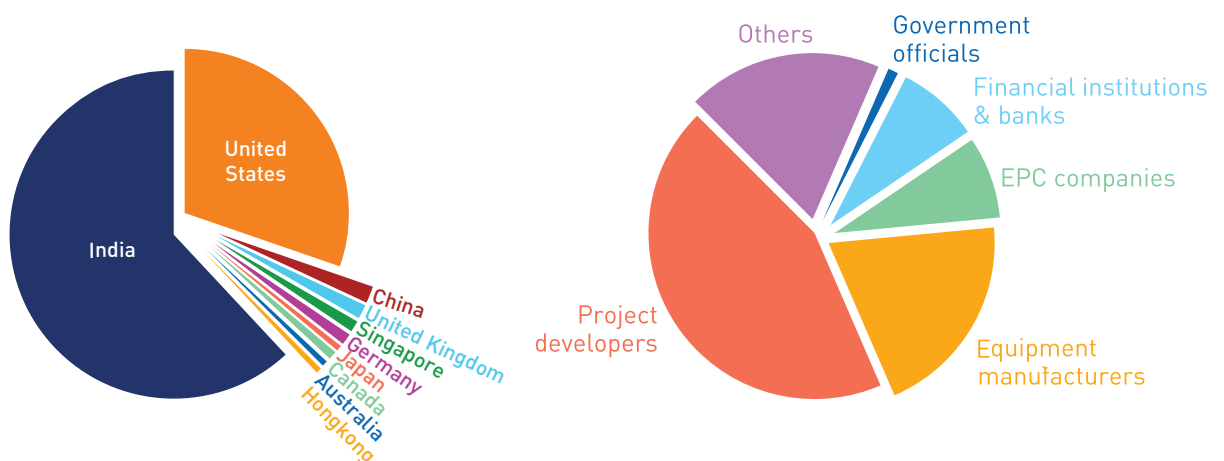
## We offer the most targeted and respected promotion platform in the Indian renewable industry

Read our  
blogs and reports  
[www.bridgetoindia.com](http://www.bridgetoindia.com)

Contact us  
[marketing@bridgetoindia.com](mailto:marketing@bridgetoindia.com)

- **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 newsletter is subscribed by 25,000+ industry professionals**  
Readership across both 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 content generation is spread throughout the year**  
We enable companies to execute premium branding strategy through our publications
- **Our outreach is a mix of print, online and social media**
- **We can develop a customised strategy across all channels at attractive rates**
  - Sponsorship
  - Advertisement
  - Advertorials
  - Case studies

## 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.



### Mayank Mishra

Senior Business Development Manager  
HUAWEI TECHNOLOGIES

BRIDGE TO INDIA helped Huawei with their deep analytical insight and customized consulting advice, which has been instrumental in the growth of our Indian business. We found their in-depth understanding of policy, regulations and market reach invaluable. We intend to use BRIDGE TO INDIA's services again in near future.



### Venugopalan

Director, Business Development  
BOSCH

We have been reading every single publication from BRIDGE TO INDIA since we both started in a nascent Indian market in 2010. Their opinions and analyses have been invaluable. They really help shape the market.



## Jury's Choice Award

for RE Market Research, 2017

## Our publication calendar for 2019

<b>Jan</b> India Solar Rooftop Data Analysis* Indian Solar Rooftop Report*	<b>Feb</b> India Solar Compass*	<b>Mar</b> India RE CEO Survey India RE Market Brief*
<b>Apr</b> India Storage Market	<b>May</b> India Solar Map India Solar Compass*	<b>Jun</b> India RE Policy Brief* India Solar Rooftop Map* India Solar Inverters Market*
<b>Jul</b> India Solar Open Access Market*	<b>Aug</b> India Solar Compass*	<b>Sep</b> India RE Map India RE Market Brief*
<b>Oct</b> India Solar Modules Market*	<b>Nov</b> India Solar Compass*	<b>Dec</b> India Solar Rooftop Map India RE Market Brief*

\*Paid reports

## Our reports



## Our past supporters

### Project developers and investors



### EPC contractors



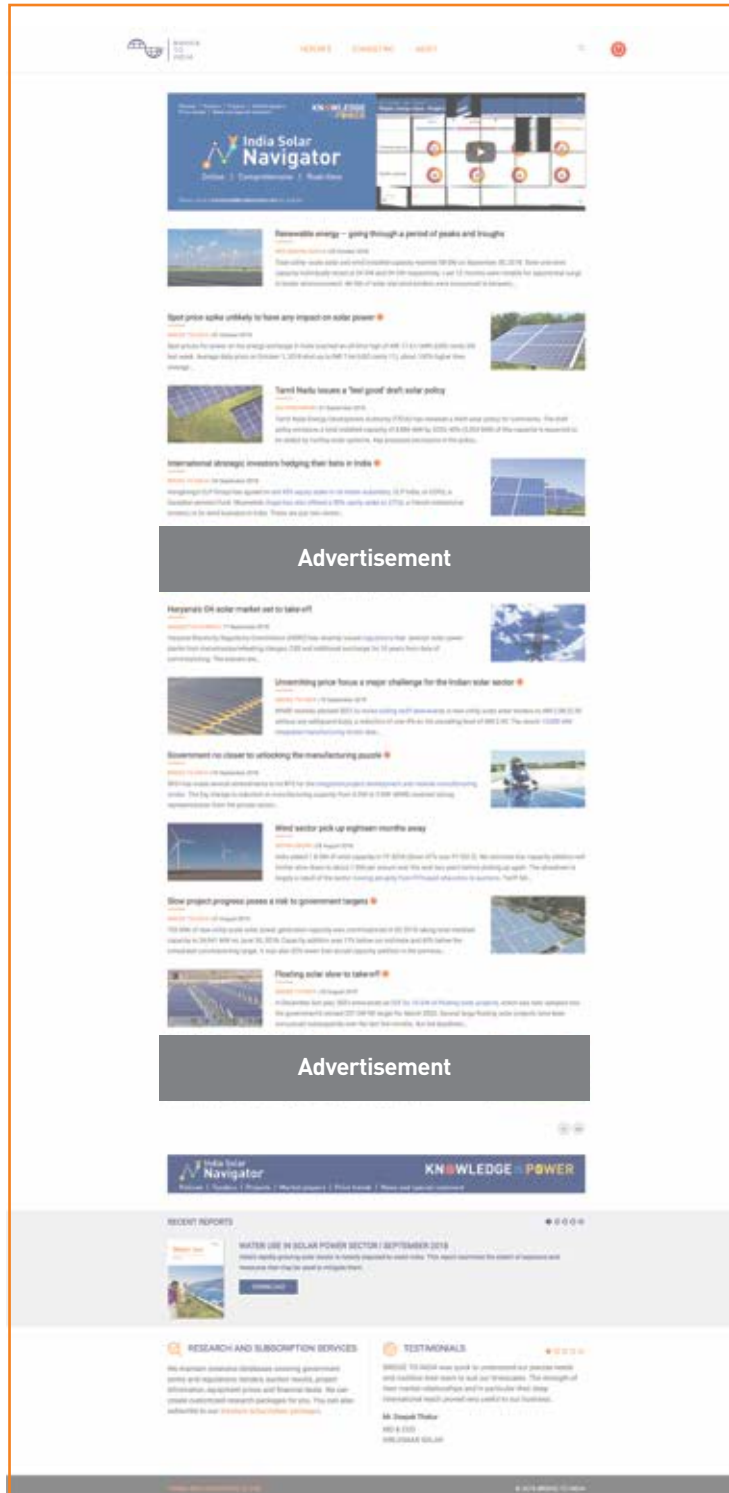
### Equipment suppliers



### Others



# BRIDGE TO INDIA website



The screenshot displays the BRIDGE TO INDIA website interface. At the top, there is a navigation bar with the logo and menu items: HOME, NEWS, CONTACT, and ABOUT. Below the navigation bar is a large banner for the 'India Solar Navigator' dashboard, which includes a video player and a grid of data points.

The main content area features several news articles with accompanying images:

- Renewable energy – going through a period of peaks and troughs**: Discusses the volatility of renewable energy prices and the impact of government policies.
- Spot price spikes unlikely to have any impact on solar power**: Analyzes the impact of spot price fluctuations on the solar power market.
- Tandem Hetero launches a 'first-of-its-kind' draft solar policy**: Announces a new draft solar policy by Tandem Hetero.
- International strategic investors hedging their bets in India**: Reports on international investors' interest in the Indian solar market.
- Haryana's O&M solar market set to take off**: Focuses on the growth of O&M services in Haryana's solar sector.
- Unsettling price focus a major challenge for the Indian solar sector**: Discusses the challenges posed by price volatility in the solar market.
- Government no closer to unlocking the manufacturing puzzle**: Examines the government's efforts to boost solar manufacturing.
- Wind sector picks up eighteen months away**: Provides an update on the progress of the wind energy sector.
- Slow project progress poses a risk to government targets**: Warns that slow project progress could hinder government targets.
- Floating solar slow to take off**: Discusses the challenges facing the floating solar technology.

Below the news articles are two 'Advertisement' placeholders. At the bottom of the page, there is a 'RECENT REPORTS' section featuring a report titled 'WATER USE IN SOLAR POWER SECTOR / SEPTEMBER 2018'. Below this, there are sections for 'RESEARCH AND SUBSCRIPTION SERVICES' and 'TESTIMONIALS'.



# BRIDGE TO INDIA RE Monthly

September 26, 2018

India RE Monthly

Advertisement

**[Tamil Nadu issues a "feel good" draft solar policy](#)**  
BRIDGE TO INDIA | 24 Sep 2018

Tamil Nadu Energy Development Authority (TEDA) has released a draft solar policy for comments. The draft policy envisions a total installed capacity of 5,884 MW by 2022. 40% (3,553 MW) of this capacity is expected to be added by rooftop solar...

**[International strategic investors hedging their bets in India](#)**  
BRIDGE TO INDIA | 24 Sep 2018

Hongkong's CLP Group has agreed to sell 40% equity stake in its Indian subsidiary, CLP India, to ODPQ, a Canadian company. Const. Management, PTOG has also offered a 50% equity stake to STCA, a French institutional investor, in its wind business in India. These are just...

**[Power sector reform still a distant dream](#)**  
BRIDGE TO INDIA | 21 Sep 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...

**[Haryana's QA solar market set to take-off](#)**  
BRIDGE TO INDIA | 17 Sep 2018

Haryana Electricity Regulatory Commission (HERC) has recently issued regulations that exempt solar power plants from transmission/owning charges, CDS and additional surcharge for 10 years from date of commissioning. The waivers are applicable for an aggregate...

**[Unrelenting price focus a major challenge for the Indian solar sector](#)**  
BRIDGE TO INDIA | 10 Sep 2018

MNRE recently advised SEC1 to revise ceiling 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 Sep 2018

SEC1 has made several amendments to its RFS for the integrated project development and module manufacturing tender. The bid cap has been reduced in manufacturing capacity from 3 GW to 3 GW. MNRE received strong representations from the private sector...

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**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

**[INDIA RE MAP | SEPTEMBER 2018](#)**

India added total utility scale wind and solar capacity of 9.5 GW in the last 12 months. The report provides a complete snapshot of the sector including installed and pipeline capacity breakdown by state, historic growth, key players and

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# India Solar Navigator



**India Solar Navigator**

**Advertisement**

Utility solar | Policies & projects | Tender tracker | Key players | Price trends

**Total capacity**  
33.1 GW

32.4 GW | 10.8 GW | 13.9 GW | 16.9 GW | 2.4 GW

Commissioned | Pipeline | Central tenders | State tenders | Other

**Commissioned and pipeline capacity**

2010 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | Pipeline

32.8 GW

**Installed capacity, GW**

Annual | Cumulative

0 | 2 | 4 | 6 | 8 | 10 | 12 | 14 | 16 | 18 | 20 | 22 | 24 | 26 | 28 | 30 | 32 | 34 | 36 | 38 | 40 | 42 | 44 | 46 | 48 | 50

**Tender tracker**

Tenders expected shortly | Bids issued | Bids submitted | Bid results announced

100 MW, 1,200 MW, 3,470 MW, 200 MW, 1,150 MW, 1,000 MW, 2,000 MW, 4,200 MW, 10,000 MW, 1,100 MW, 10,000 MW

MPCIL affairs | SECI affairs | PSC developments | State tenders

**Latest tenders**

- REMCOL, Chhattisgarh, 50 MW
- SECI, Andhra Pradesh, 150 MW
- KREDL, Karnataka, 200 MW
- SECI, Rajasthan, 750 MW
- UPNEDA, Uttar Pradesh, 500 MW
- KREDL, Karnataka, 150 MW
- GUNWL, Gujarat, 500 MW, 6 Sep-2018
- NTPC, Kerala, 32 MW
- SECI, Pan India, 2,500 MW (Hybrid)
- MAHAGENCO, Maharashtra, 750 MW
- NTPC, Telangana, 15MW

**Advertisement**

**Total commissioned and pipeline utility scale solar capacity distribution chart**

Total utility scale solar capacity as of March 21, 2018! (As of March 21, 2018)

Commissioned: 27,345 MW

Pipeline: 5,765 MW

- State government tenders: 1,200 MW
- Other government tenders: 200 MW
- Public sector development: 220 MW
- SECI affairs: 2,300 MW
- Central government tenders: 1,074 MW
- MPCIL affairs: 260 MW
- State government tenders: 1,800 MW
- Other government tenders: 1,800 MW
- State government tenders: 1,800 MW
- Other government tenders: 1,800 MW
- State government tenders: 1,800 MW
- Other government tenders: 1,800 MW

**Reports**

- Renewables 2018 Global Status Report: 09 June 2018
- Power industry stagnation - here & now: 16 February 2018
- Optimal energy mix in power generation: 07 January 2018
- Status of the Indian decentralized renewable energy market: 01 October 2017
- India leaps ahead - transformative mobility solutions for all: 25 May 2017

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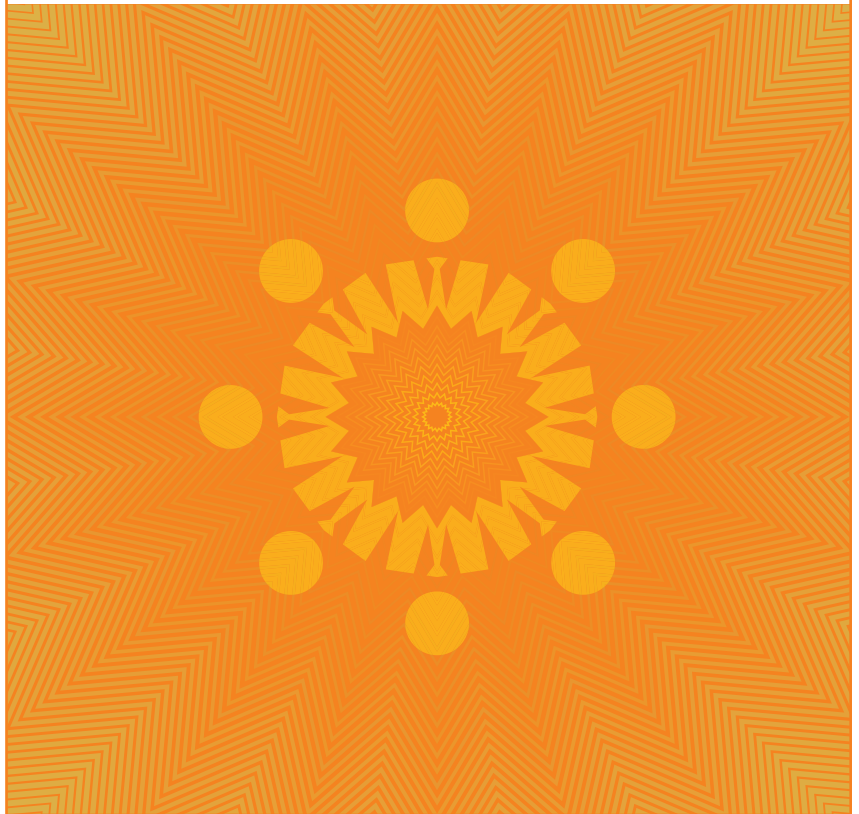
# India RE CEO survey

Lead sponsor

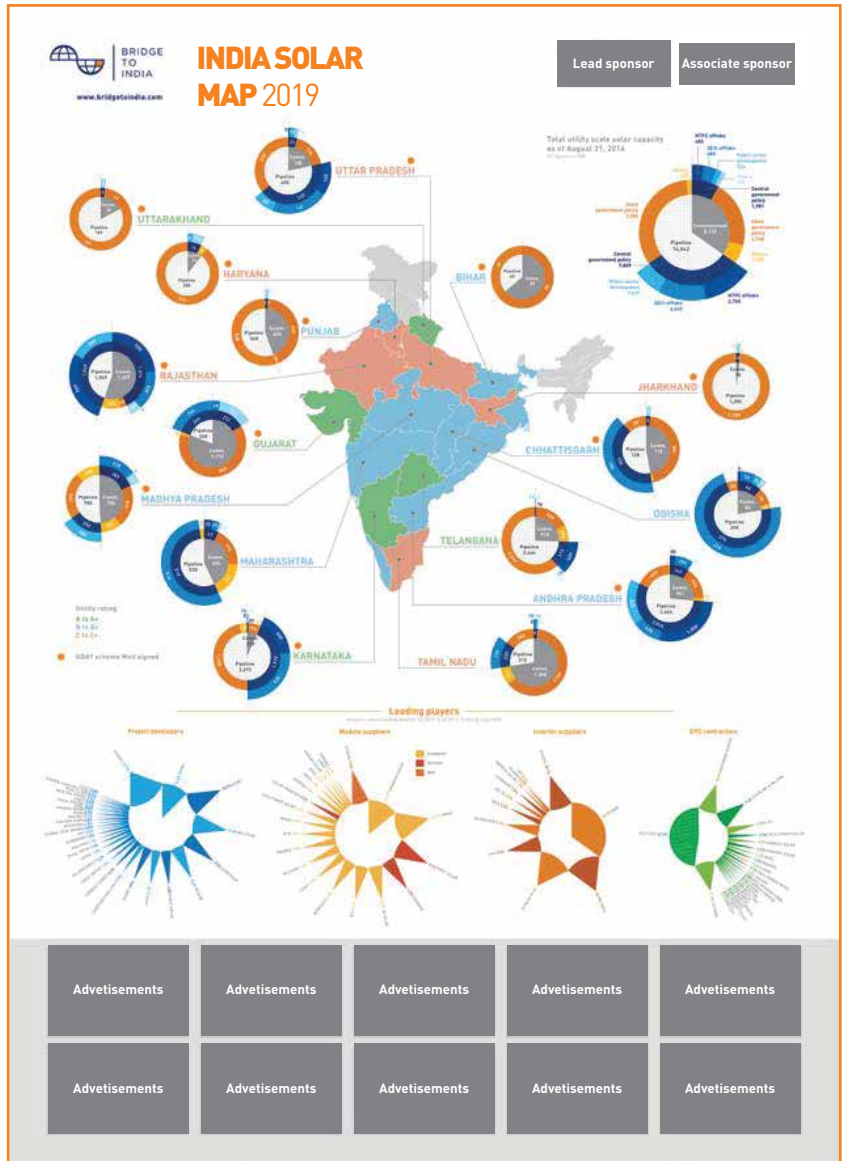
Associate sponsor



## INDIA RE CEO SURVEY 2019

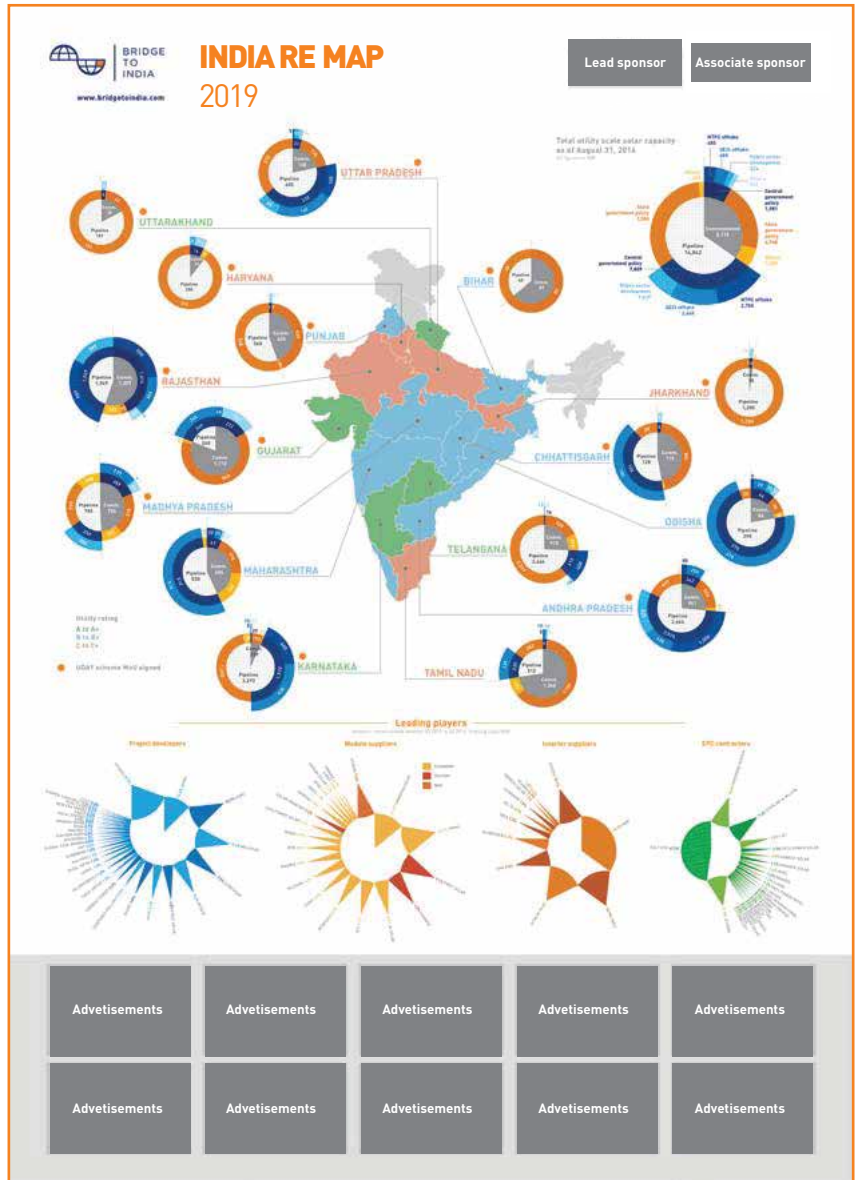


# India Solar Map

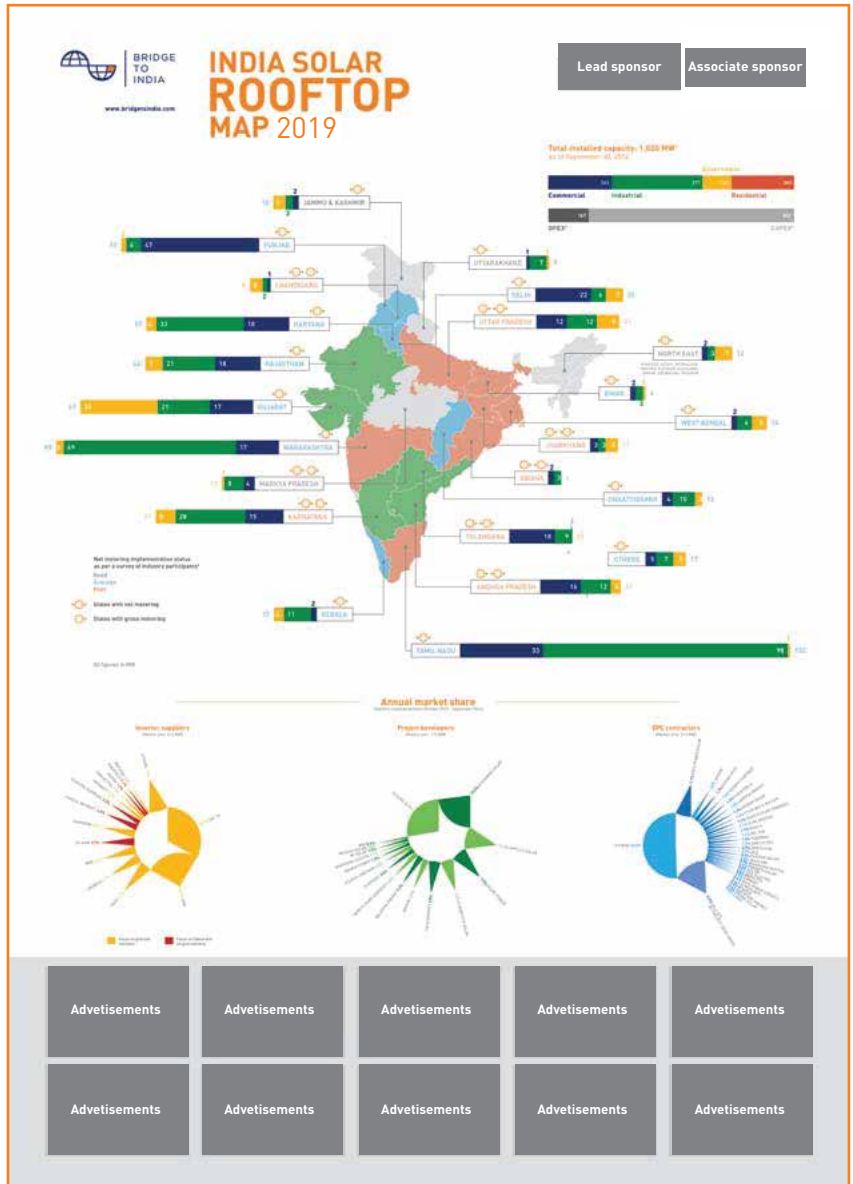


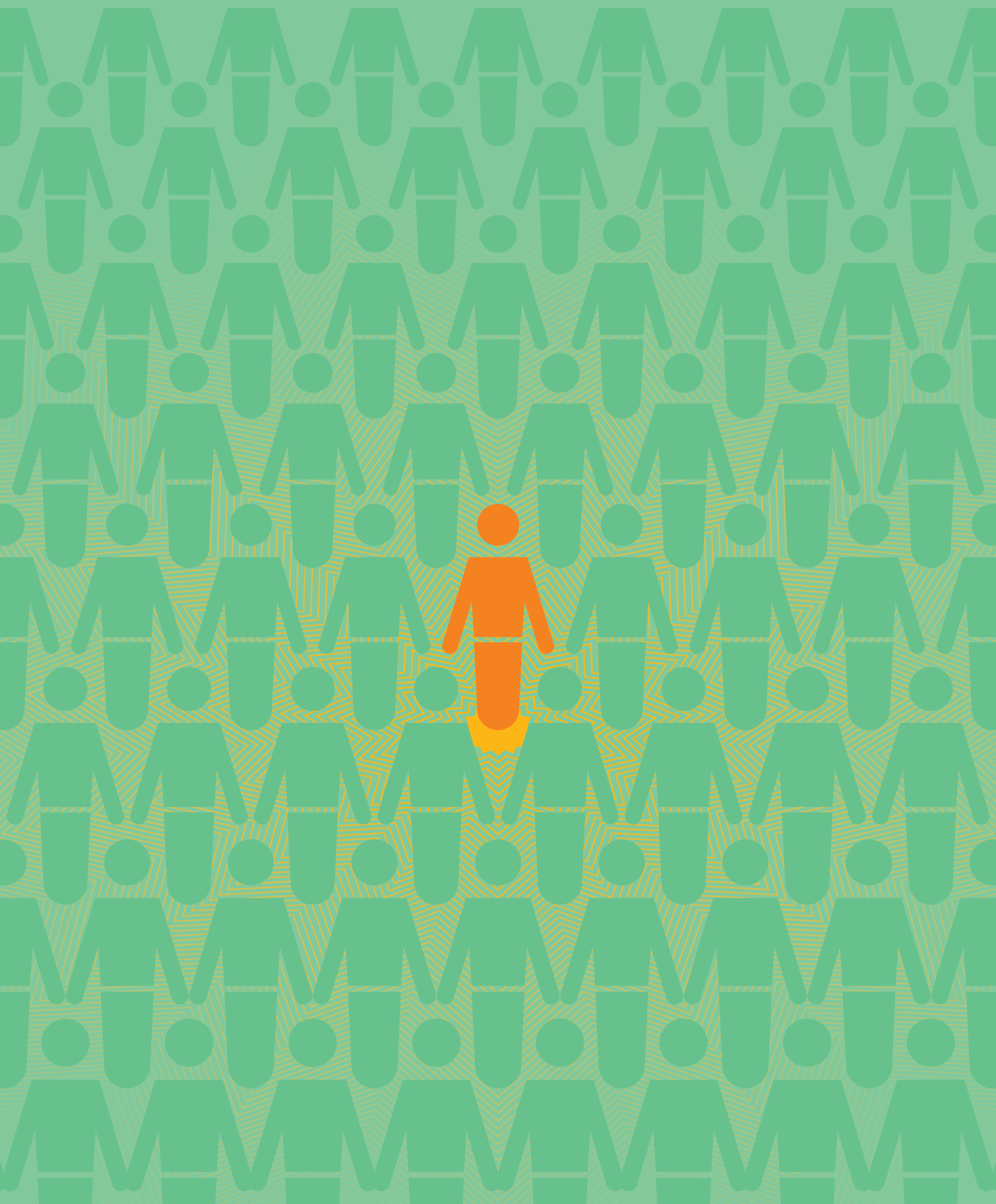


# India RE Map



# India Solar Rooftop Map





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