



BRIDGE
TO
INDIA

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

2024



The most respected promotion platform in the Indian renewable industry

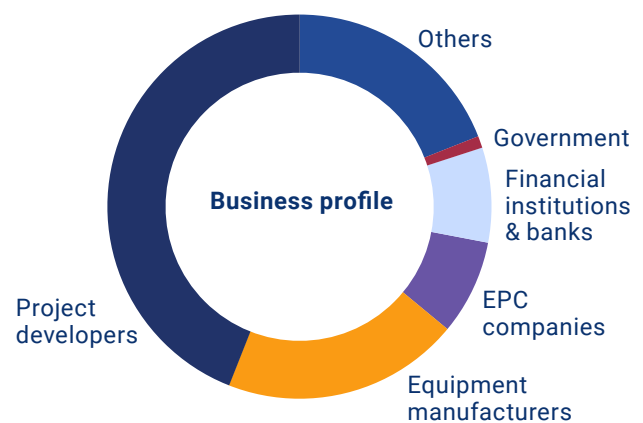
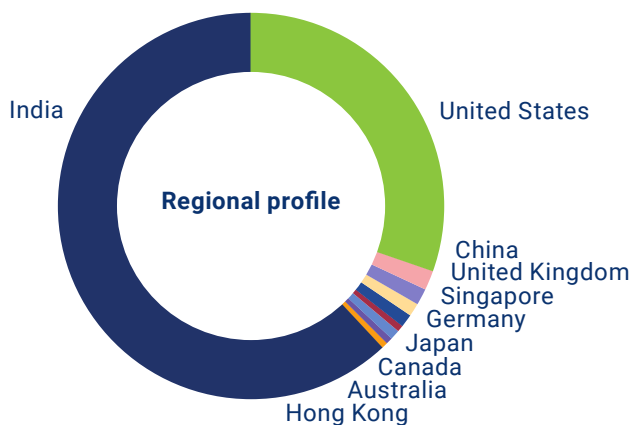
Read our research
www.bridgetoindia.com

Contact us
market.research@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 renewable 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 marketing 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

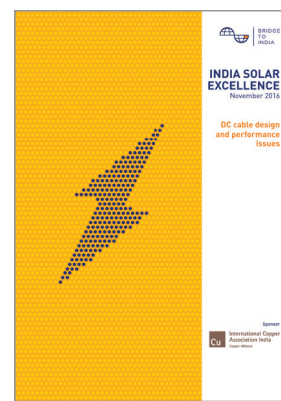
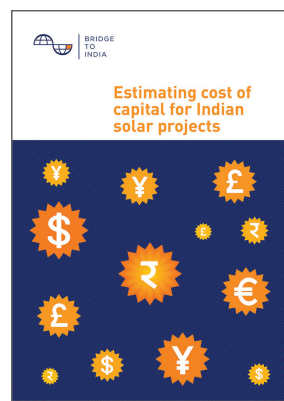
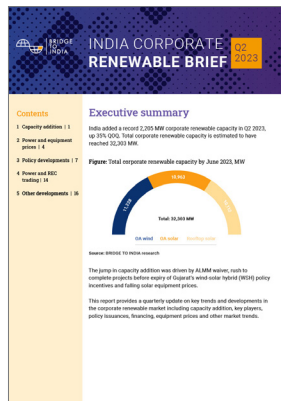
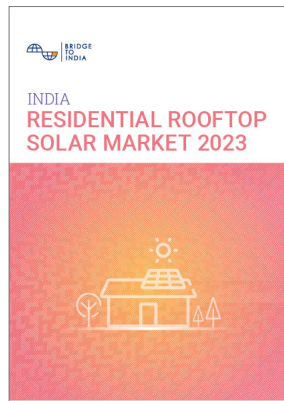
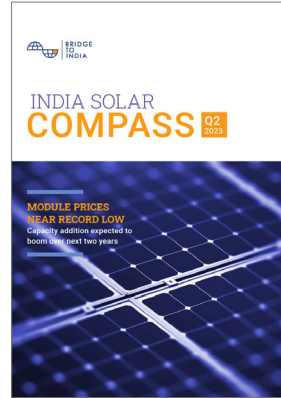
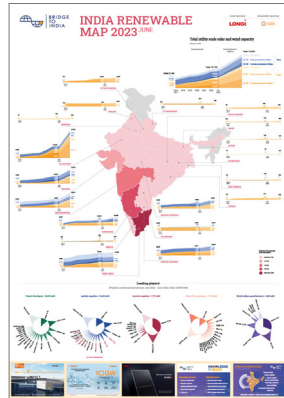
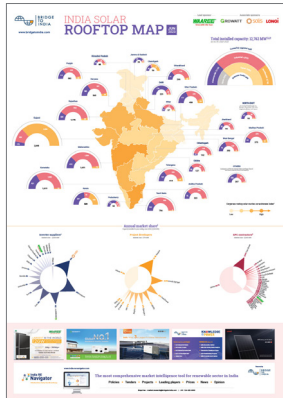
for RE Market Research

Our calendar for 2024

Jan <u>CONFERENCE</u>	Feb India Solar Compass  India Corporate Renewable Brief  India PV Module Intelligence Brief 	Mar India Renewable Market Brief  India Solar Map  India Solar Rooftop Map  <u>INTERVIEW</u>
Apr C&I Report Residential Rooftop Report <u>CONFERENCE</u>	May India Solar Compass  India Corporate Renewable Brief  India PV Module Intelligence Brief 	Jun India Renewable Market Brief  India Wind Sector Report <u>WEBINAR</u>
Jul India Solar Tracker Report  India Green Hydrogen Report 	Aug India Solar Compass  India Corporate Renewable Brief  India PV Module Intelligence Brief 	Sep India Renewable Market Brief  India Renewable Map  India Solar Rooftop Map <u>KNOWLEDGE SESSION</u>
Oct <u>CONFERENCE</u>	Nov India Solar Compass  India PV Module Intelligence Brief  India Corporate Renewable Brief  <u>WEBINAR</u>	Dec India Renewable Market Brief  <u>CONFERENCE</u>

 PREMIUM reports

Our reports



Our past supporters

Equipment suppliers

EPC contractors

Energising. Empowering. Enlightening.

Project developers and investors

Others

				
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Conferences

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 client business objectives and promote your business.

 Jan, Apr, Sep & Dec

 In-person

Indicative topics	Month
RE Buyers Meet – South India Diaries	January 2024
India RE-Conclave	April 2024
RE Buyers Conference	September 2024
Rooftop Solar Conclave	December 2024



Sponsorship fee for 1-day event

Option	Cost (₹)
Platinum sponsorship	800,000
Gold sponsorship	650,000
Silver sponsorship	350,000
Speaker slot	250,000

Webinars, interviews and podcasts

Indicative topics

Module technology

Inverter technology

Solar-wind hybrid technology

Green hydrogen

Utility scale storage

RTC and firm power solutions

Project operations and asset management

Market outlook – Rooftop solar

Market outlook – Utility scale renewables





Shivanand Nimbargi

MD and CEO
Ayana Renewable Power



Shilpa Urhekar

National Head
Sterling and Wilson



Pradeep Kumar

Managing Director
LONGi



Nalin Kumar Sharma

President –
Asia, Middle East & Pacific
Ecoppia

Sponsorship fee

Option	Details	Cost (₹)
Webinars	Lead sponsor	350,000
	Associate sponsor	250,000
	Speaker	150,000
Blogs	Blog, opinion piece	100,000
Interview	Live / recorded interview	300,000

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India Solar Compass

India Renewable
Market Brief

India C&I Renewable
Brief

Analyst time

Databases

Projects

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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

BRIDGE TO INDIA website



REPORTS
 CONSULTING
 ABOUT






Renewable energy – going through a period of peaks and troughs

ARTI ANAND SINGH | 03 October 2018


Total utility-scale solar and wind installed capacity reached 56 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 MANJUNATHAN | 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...

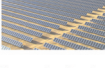


Power sector reform still adistant dream

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 | 10 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 integrated 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 ANAND | 28 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 | 27 August 2018


702 MW of new utility scale solar power generation capacity was commissioned in Q2 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 IE 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 | 12 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...

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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

RESEARCH AND SUBSCRIPTION SERVICES

We maintain extensive databases covering government policy and regulations, tenders, auction results, project information, equipment prices and financial data. 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

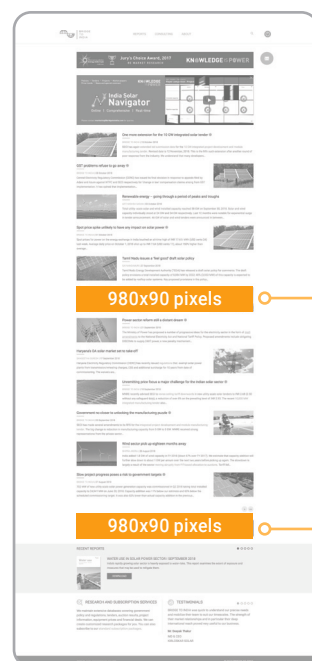
Advertisement fee

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

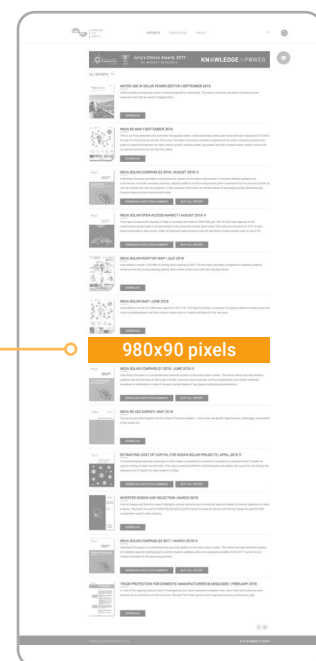
*Banner can be linked to the advertiser's specified website

Advertising specifications

Home Page

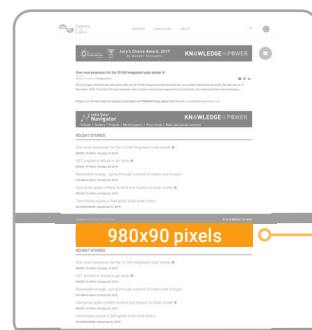


Reports or blog page

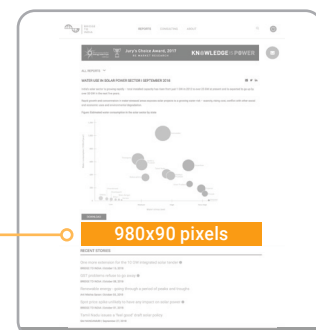


Your Advertisement

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



INDIA RENEWABLE
MONTHLY
AUG 2023

Advertisement

EVENT





Rooftop Solar - Alternate Grid Connectivity Options

BRIDGE TO INDIA | 23 AUGUST 2023

Webinar

Rooftop Solar - Alternate Grid Connectivity Options

August 23, 2023 (Wednesday) | 100-400 pm IST

Shantanu Sirsath
Technical Head, Grid & Network, Growatt India

Naveen Nagpal
Assistant Vice President, BSES

Joy Kumar Waghela
CEO - Distributed Solar, Fourth Partner Energy

Nikhil Chaudhary
Managing Director, Grid Connectivity, BSES TO GOA

BRIDGE TO INDIA hosted a webinar to discuss grid connectivity options for rooftop solar systems. The discussion centred around evolving policy landscape, techno-commercial feasibility and consumer perspective for emerging options like net billing, group metering and virtual net metering. The panelists also discussed treatment of behind-the-meter systems in different states. We were joined by senior industry stakeholders comprising Mr. Naveen Nagpal (Assistant Vice President, BSES), Mr. Joy Kumar Waghela (CEO – Distributed Solar, Fourth Partner Energy) and Mr. Shantanu Sirsath (Technical Head, Growatt New Energy).

OPINION

Enough room for more players in the OA market

BRIDGE TO INDIA | 7 AUGUST 2023


There has been a slew of new entrants in the open access (OA) market over the last two years. Vedanta, a large industrial conglomerate has set up a dedicated platform, Serenica Renewables, to decarbonise group companies. International IPPs like **SinghVight**, **Ampyr** and **AB Energia** have entered the market...

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OTHER RELEASES

Reports


India PV Module Intelligence Brief | Q2 2023



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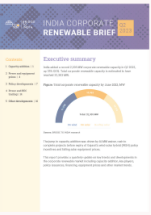
India Solar Compass | Q2 2023



BUY REPORT

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India Corporate Renewable Brief | Q2 2023



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India Residential Rooftop Solar Market 2023



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Merchant market for renewable projects



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India Corporate Renewable Market




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India RE
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Monthly



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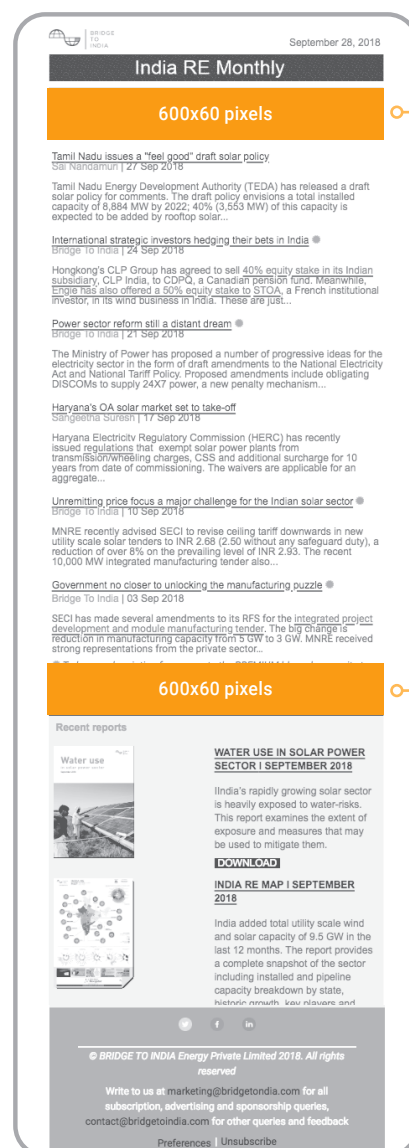
A monthly mailer with a summary of our succinct, analytical opinion on the latest developments in the Indian cleantech market, circulated via email and social media. It is the most read and respected clean energy newsletter in India.

Advertisement fee

Two banner advertisements

₹ 200,000

Advertising specifications



Posted on our website, LinkedIn and Youtube channels; also circulated to our 60,000+ 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



Q1/2024



Print and web



Mail to our subscribers

Circulation and readership

10,000+ downloads from our website

Estimated readership of 50,000+

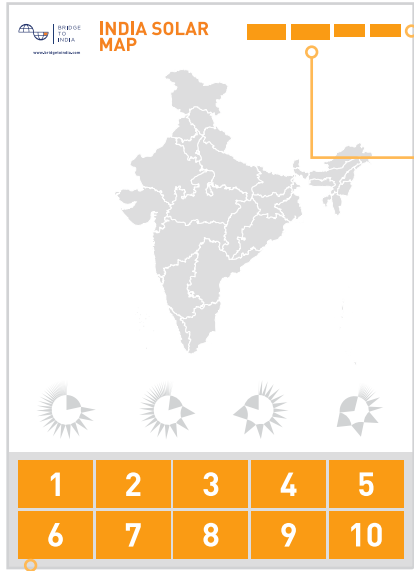
A1 sized map that depicts solar policies and installed project capacities across India, plus market shares of project developers/module/inverter manufacturers and EPC contractors in the Indian solar market.

Advertising options

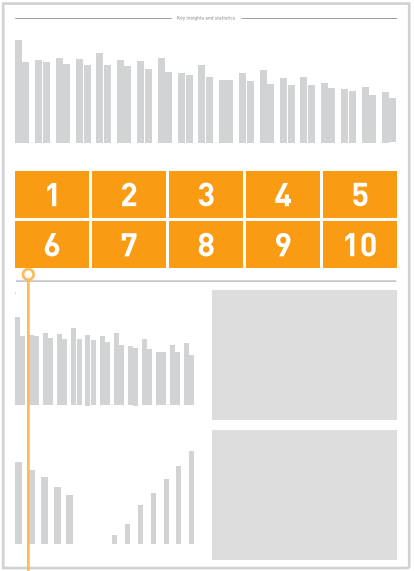
Option	Details	Cost (₹)
Lead sponsor	Logo as <i>lead sponsor</i> + advertisement on both front side and back side + logo placement to highlight 5 key projects on the map + logo on data collection form	400,000
Associate sponsor	Logo as <i>associate sponsor</i> + advertisement on both front side and back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

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



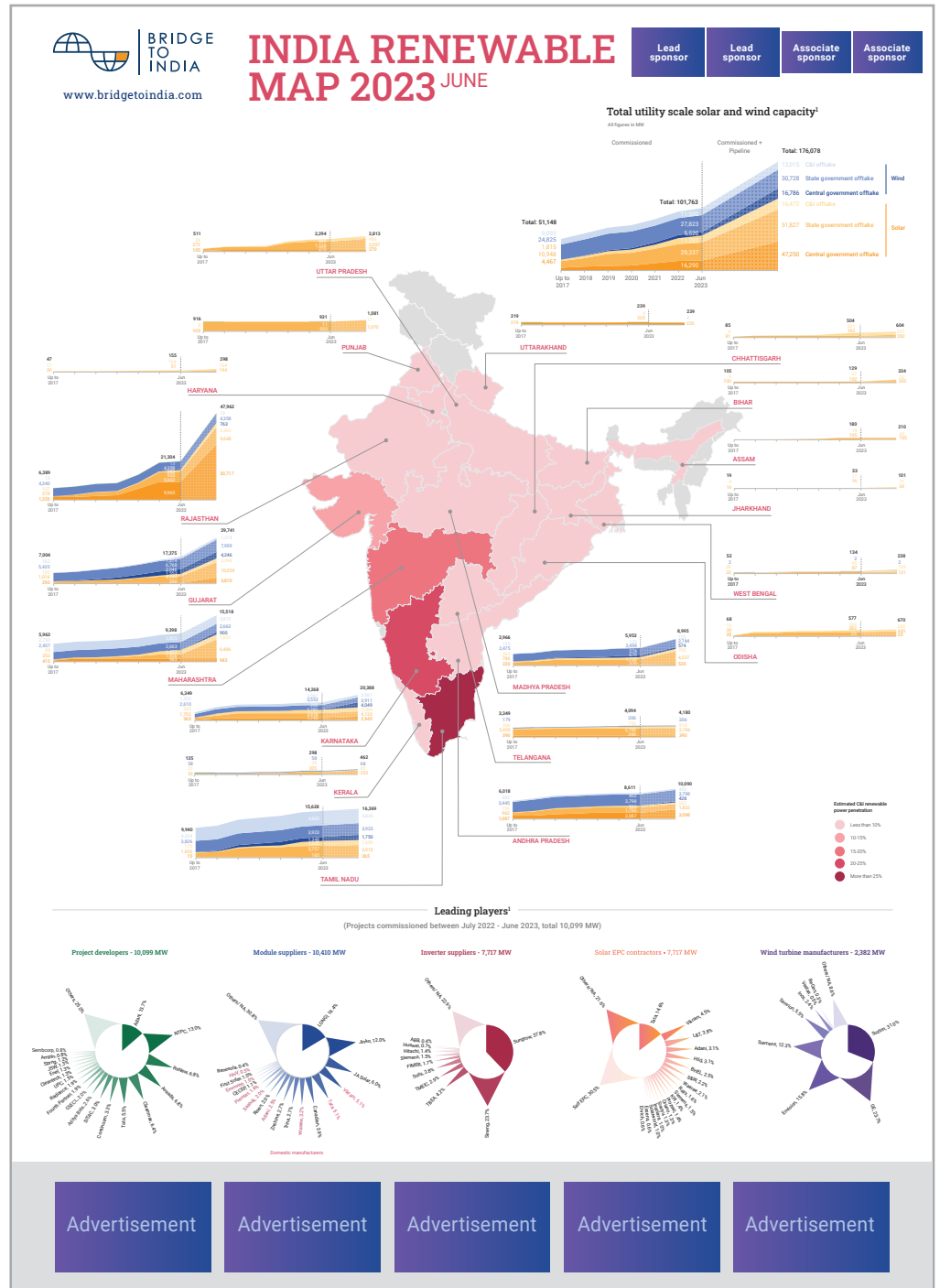
Front page advertisement
10.4 x 6.6 cm (Each box from 1-10)



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





Q3/2024



Print and web



Mail to our subscribers

Readership

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

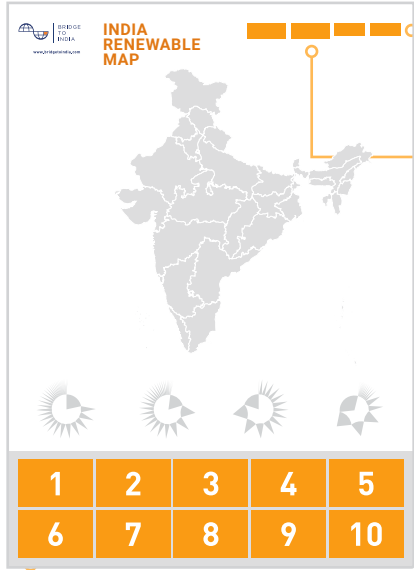
A1 sized map that depicts renewable policies and installed project capacities across India, plus market shares of project developers/module/inverter manufacturers and EPC contractors in the market.

Advertising options

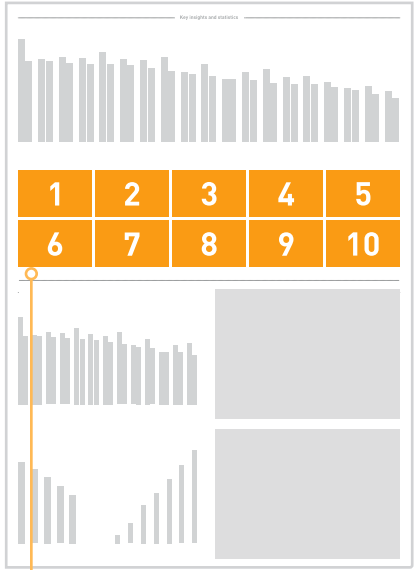
Option	Details	Cost (₹)
Lead sponsor	Logo as <i>lead sponsor</i> + advertisement on both front side and back side + logo placement to highlight 5 key projects on the map + logo on data collection form	500,000
Associate sponsor	Logo as <i>associate sponsor</i> + advertisement on both front side and back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

Advertising specifications

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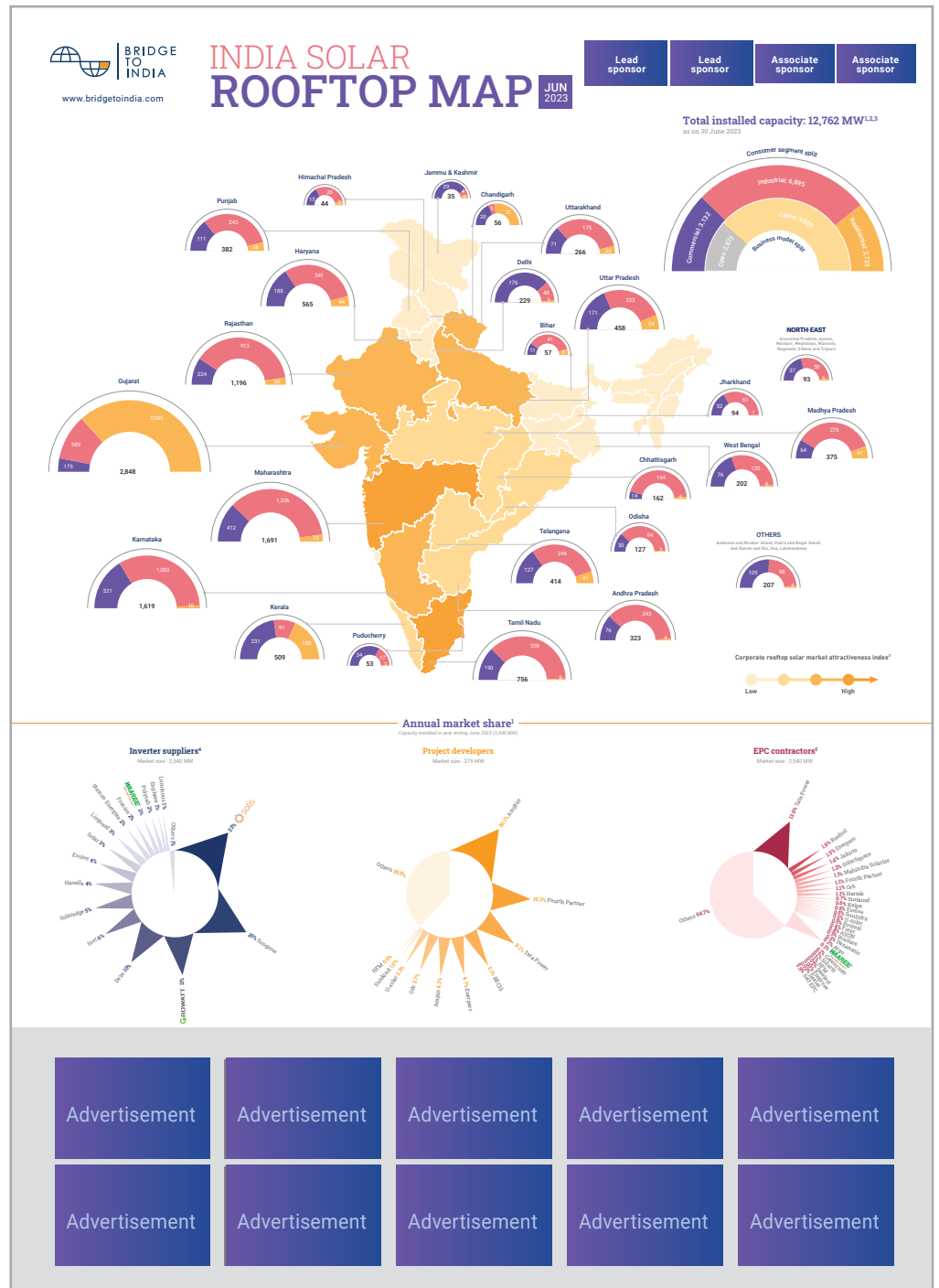
Front page advertisement
10.4 x 6.6 cm (Each box from 1-10)






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).

India Solar Rooftop Map



-  **Q1 & Q3/2024**
-  **Print and web**
-  **Mail to our subscribers**

Circulation and readership

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

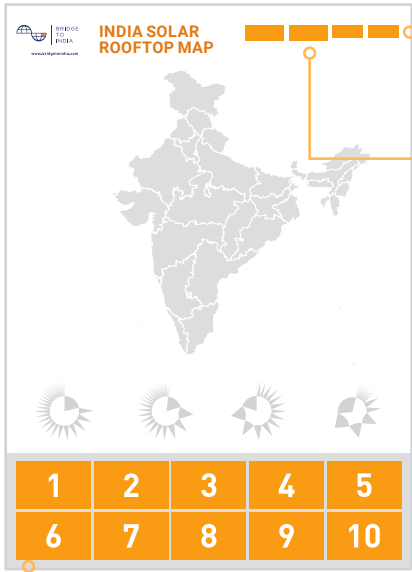
A1 sized map depicting installed rooftop solar capacity in India across states and policies plus market shares and market projections.

Advertising options

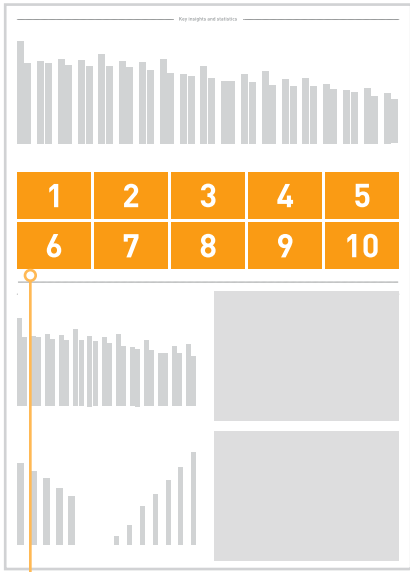
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Front page advertisement
10.4 x 6.6 cm (Each box from 1-10)

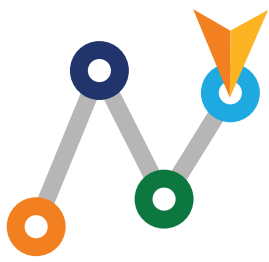


Back page advertisement
10.4 x 6.6 cm (Each box from 1-10)

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



India RE Navigator

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