EPC PARTNER OPPORTUNITY

STOP COMPETING ONLY ON Rs/kW.

Turn new enquiries and your existing on-grid customer base into higher-margin hybrid projects - with PuREPower, B2B pricing, no opening stock, fast fulfilment and referral-led growth.

THE SHIFT

On-grid usually gives the EPC one project margin and then sends the team back to hunt for the next lead. A PuREPower hybrid project can create a higher-value sale, solve backup pain, and activate a customer referral mechanism that can generate the next opportunity.

HIGHER-MARGIN PROJECT	MONETISE INSTALLED BASE	NO OPENING STOCK + B2B	REFERRAL FLYWHEEL
Internal benchmark: typical on-grid 17-23% vs hybrid 20-35% gross margin range.	Revisit past on-grid customers and offer a hybrid retrofit where technically suitable.	Sell against confirmed demand. Access SolarEnergy B2B partner pricing.	SolarEnergy internal observation: about 5 referred projects per installed customer on average.

The question is not: “Should I stop selling on-grid?”

The question is: “Which customers am I under-monetising by offering only on-grid?”

Note: Commercial terms such as B2B pricing, stock availability and delivery timing are subject to current SolarEnergy partner terms.

1 • WHY HYBRID CAN BE A BETTER EPC BUSINESS

ON-GRID ENDS AT THE INSTALLATION. HYBRID CAN START A FLYWHEEL.

The product difference matters because it changes what the EPC can sell - and what can happen after the sale.

TYPICAL ON-GRID BUSINESS	PuREPOWER HYBRID BUSINESS
Lead arrives	**Lead arrives**
→ Customer asks price	→ Discover backup / continuity need
→ Multiple Rs/kW quotations	→ Present premium hybrid option
→ Negotiation	→ Sell higher-value outcome
→ Installation	→ Installation + handover
→ Earn one project margin	→ Activate PURE referral codes
→ Search for next lead	**→ Referred introductions can create next projects**

THE EPC EDGE

Hybrid gives the EPC more ways to create value from one customer: backup, storage, continuity, inverter/battery replacement, DG reduction and referrals. That moves the sale away from pure Rs/kW comparison.

What the EPC should optimise

- Gross contribution per qualified project - not only margin percentage.
- Close rate on customers who already have backup pain.
- Number of referral opportunities created per successful installation.
- Working-capital exposure: keep stock commitments low and order against real demand.
- Technical risk: use SolarEnergy sizing, installation and commissioning support until your team is ready.

Note: This business-model comparison is the strategic logic described in the uploaded SolarEnergy EPC channel plan.

2 • THE EPC PROFIT ADVANTAGE

MORE MARGIN PER PROJECT. MORE WAYS TO CREATE THE NEXT PROJECT.

On-grid competes heavily on Rs/kW. The hybrid model can improve project margin and add referral-driven growth.

EPC ECONOMIC	TYPICAL ON-GRID	PuREPOWER HYBRID
Typical gross margin range*	17-23%	**20-35%**
Midpoint margin	20%	**27.5%**
Margin per Rs 1 lakh billed	Rs 17,000-23,000	**Rs 20,000-35,000**
Midpoint per Rs 10 lakh billed	Rs 2.00 lakh	**Rs 2.75 lakh**
Customer referral engine	Usually none	PURE referral program
Opening product inventory	Project / vendor dependent	No opening stock in SolarEnergy B2B model
+7.5 MARGIN POINTS 20% midpoint on-grid → 27.5% midpoint hybrid.	**+37.5% HIGHER MARGIN RATE** Same-revenue midpoint comparison: 27.5 ÷ 20 = 1.375x.	**BIGGER TICKET CAN ADD MORE** If hybrid project revenue is also higher, absolute gross contribution can rise further.

THE COMMERCIAL MESSAGE

“Do not judge hybrid only by margin percentage. Judge it by gross profit per project + the referral value created after installation.”

*Margin ranges are SolarEnergy internal commercial estimates supplied for this guide, not manufacturer-guaranteed returns. Actual gross margin depends on project scope, B2B buy price, selling price, installation/BOS costs, discounts, taxes and service costs.

3 • SELL THE PRODUCT DIFFERENCE

ON-GRID = SOLAR SAVINGS. PuREPOWER = SOLAR SAVINGS + BACKUP.

The EPC must be able to explain the difference in one minute.

CUSTOMER DECISION	STANDARD ON-GRID	PuREPOWER HYBRID
Primary outcome	Bill savings	Bill savings + backup
Grid outage	Normally shuts down	Selected loads can continue if correctly designed
Storage	Not included	Integrated lithium storage platform
Solar after sunset	No storage	Stored solar can be used later
Backup equipment	Usually separate	Integrated hybrid architecture
Sales position	Often Rs/kW comparison	Premium energy-security outcome

PuREPower family - sell by customer need

PuREPower 3.0

Premium home
3 kW output
3 kWh battery
up to 8.5 kW PV
6 kVA surge

PuREPower 5.0

Heavier home / AC
5.5 kW output
5 kWh battery
up to 8.5 kW PV
11 kVA surge

PuREPower 12.0

Villa / shop / office
12 kW output
12 kWh battery
up to 15 kW PV
22 kVA surge

PuREPower 20.0

Commercial / 3-phase
20 kW output
20 kWh battery
up to 25.5 kW PV
36 kVA surge

TECHNICAL POSITIONING

At 3 kW, high PV-input headroom is a strong differentiator. At 12 kW and 20 kW, do not claim PV oversizing superiority. Lead with battery capacity, surge support, 3-phase capability and outage continuity.

Note: PuREPower model/output/battery/PV/surge values are from the current product references used in the uploaded EPC guide; final sizing must follow actual site loads.

4 • THE HIDDEN REVENUE POOL

YOUR BEST HYBRID LEADS MAY ALREADY BE ON YOUR CUSTOMER LIST.

Every EPC has an installed base of on-grid customers. That installed base can become an upgrade pipeline when customers now want backup, AC continuity or storage.

PATH A • NEW SOLAR CUSTOMER	PATH B • EXISTING ON-GRID CUSTOMER
• Qualify backup need	• Call / WhatsApp installed customer base
• Present On-grid vs PuREPower	• Find customers unhappy with power cuts / old inverter-battery backup
• Close higher-value hybrid project	• Assess existing PV array and wiring
• Activate PURE referrals	• Where technically suitable, upgrade the inverter architecture to PuREPower and add storage
	• Activate PURE referrals

WHY THE INSTALLED BASE MATTERS

- You already own the relationship and know the site - so customer-acquisition effort is lower than finding a stranger.
- The customer has already experienced solar; the new conversation is about what on-grid did not solve: power during outages.
- Where compatible, the existing rooftop PV array / structure can remain while the inverter and backup architecture are upgraded.
- Best reactivation triggers: frequent cuts, AC backup, old lead-acid batteries, inverter replacement, home-office loads, pumps, lift, DG usage or higher future loads.

YES - PuREPOWER IS DESIGNED FOR SURGE LOADS LIKE ACs

PuREPower 3.0	PuREPower 5.0	PuREPower 12.0	PuREPower 20.0
1.5-ton AC + cooler, refrigerator, TV, lights, fans	2-ton AC + geyser, cooler, refrigerator, TV, lights, fans	2 ACs + geyser, mixer, cooler, refrigerator, TV, lights, fans	3 × 1.5-ton ACs + three-phase lift + other household loads

SOLAR + AC MESSAGE

PuREPower is solar-ready and can integrate with an existing or new rooftop PV setup. Solar can support loads and charge storage when generation is available; stored energy can then be used later or during outages.

Retrofit is site-specific. Before replacing an existing on-grid inverter, verify PV string voltage/current, DC/AC protection, grid-export/net-metering rules, subsidy/warranty conditions, backup-load segregation and final engineering. Appliance operation and backup time depend on total load, battery state and solar availability.

Source: PURE Energy PuREPower FAQ + Residential BESS + Solar Inverter pages, accessed Sep 2026.

5 • SHOW THE CUSTOMER ECONOMICS

A 3 kW CUSTOMER NEEDS A REASON TO PAY MORE TODAY.

Give the EPC a simple long-term value story so hybrid is not judged only by upfront price.

TYPICAL ON-GRID + CONVENTIONAL BACKUP	PuRE + SOLAR
Approx. Rs 2.42 lakh	**Approx. Rs 1.58 lakh**
Illustrative 15-year economic picture	Illustrative 15-year economic picture

Illustrative difference: about Rs 84,000 over 15 years under the assumptions used in the existing SolarEnergy comparison.

Why this helps the EPC close

- It reframes the conversation from 'hybrid costs more' to 'what is the full energy + backup cost over time?'
- The customer is not only buying bill savings; they are also buying backup and storage capability.
- The EPC gets a reason to present a premium option instead of discounting an on-grid quotation.
- Use this illustration only when the customer's actual usage and backup requirement are reasonably similar to the model assumptions.

THE SALES SCRIPT

"If you only want the lowest upfront solar price, on-grid is fine. If you also want backup and want to compare the full 15-year energy + backup picture, let me show you the PuREPower option."

Note: Existing SolarEnergy strategy records an illustrative 15-year comparison of Rs 2.42 lakh for typical on-grid vs Rs 1.58 lakh for PuRE + Solar. The underlying model includes assumptions on subsidy, conventional-backup lifecycle, usable-energy value and referral upside; results are not guaranteed.

HOW THE 3 kW ECONOMICS WORK

See every rupee behind the comparison.

The ₹2.42L vs ₹1.58L headline is not just a claim. This is the calculation used in the existing SolarEnergy 3 kW customer comparison.

ECONOMIC STEP	TYPICAL ON-GRID	PuRE + SOLAR
System price	₹2.00L	₹3.08L
Less eligible government subsidy*	- ₹78,000	- ₹78,000
Net initial investment*	₹1.22L	₹2.30L
15-year traditional backup lifecycle assumption*	+ ₹1.20L	No separate traditional backup
Additional usable-energy value*	—	- ₹72,000
Referral value used in ₹1.58L calculation	—	₹0 - referral upside is additional
ILLUSTRATIVE 15-YEAR ECONOMIC PICTURE*	**₹2.42 LAKH**	**₹1.58 LAKH***

THE ₹72,000 ENERGY VALUE - MADE SIMPLE

50	× ₹8	× 12	× 15	= ₹72,000
more usable units/month	assumed value/unit	months	years	15-year energy value

WHY ON-GRID REACHES ₹2.42L

₹1.22L net solar investment + ₹1.20L illustrative traditional-backup lifecycle.

WHY PuRE REACHES ₹1.58L

₹2.30L net initial investment - ₹72,000 illustrative additional usable-energy value.

REFERRALS ARE EXTRA UPSIDE

The ₹1.58L illustration does not need referral income. Referral rewards can improve the customer's economics further.

*Illustrative, not guaranteed. Assumptions include the stated system prices, ₹78,000 subsidy eligibility, conventional backup lifecycle, additional usable-energy value and site-specific generation/consumption. Confirm current pricing, subsidy, referral terms and final design before quotation.

ONE CUSTOMER CAN BECOME A CUSTOMER-ACQUISITION CHANNEL.

This is where hybrid can change the EPC's growth model - not just the project value.

PRODUCT	CUSTOMER REWARD / SUCCESSFUL REFERRAL	IF ALL 10 CODES CONVERT
PuREPower 3.0	Rs 3,000	Rs 30,000
PuREPower 5.0	Rs 5,000	Rs 50,000
PuREPower 12.0	Rs 8,000	Rs 80,000
PuREPower 20.0	Rs 15,000	Rs 1,50,000

SolarEnergy observed referral flywheel: ~5 referred projects per installed customer

1	2	3	4	5
INSTALLATION	ACTIVATE CODES	~5 REFERRED PROJECTS	~5 ADDITIONAL PROJECTS	REPEAT THE FLYWHEEL

THE 5x INCREMENTAL GROWTH IDEA

If one installed PuREPower customer generates about five additional referred projects on average, that is roughly 5x incremental project volume relative to the original installation - six total projects including the original. Then activate the referral process again after each successful referred installation.

SolarEnergy internal operating insight: installed PuREPower customers are currently generating about five referred projects on average. Use this as an internal observed average; actual customer behaviour and conversion will vary.

Note: PURE officially provides 10 referral codes per PuREPower and model-wise cashback. The ~5 referred-project average is a SolarEnergy internal observation, not a PURE manufacturer guarantee; results vary by customer, market and follow-up.

PuRE MAKES THE SYSTEM. SOLARENERGY MAKES IT EASY TO SELL.

The strongest channel offer is not only the product. It is the commercial and execution support around the product.

NO CAPITAL LOCK-IN No opening inventory / dealership stock commitment. Order against confirmed demand.	**B2B PRICING** Qualified EPC partners receive SolarEnergy B2B commercial pricing.	**2-DAY FULFILMENT** Target delivery within two days for available stock and serviceable locations.	**CUSTOMER OWNERSHIP** The EPC controls customer relationship, quotation, pricing and closing.
TECHNICAL SIZING SolarEnergy supports load assessment and product selection.	**INSTALL + COMMISSION** Support reduces risk on early hybrid projects.	**TRAINING** EPC teams can build their own hybrid installation capability.	**PURE BRAND + REFERRALS** Sell a branded system with an official customer referral mechanism.

WHY THIS CAN OUTPERFORM THE 'NORMAL DEALER' MODEL

The EPC does not need to bet capital on inventory before proving demand. Sell first, order against the project, use B2B pricing, let SolarEnergy support execution, then use referrals to feed the next project.

How the SolarEnergy - PURE partnership works

PURE provides: product, technology, warranty path and customer referral program.

SolarEnergy provides: B2B access, local relationship, commercial support, sizing, installation/commissioning support, training and referral activation.

Note: No-opening-inventory, B2B-pricing and two-day-delivery statements reflect the commercial proposition provided for this revision. Delivery should be quoted subject to stock and location.

HOW TO SELL HYBRID WITHOUT DESTROYING YOUR ON-GRID BUSINESS.

Do not pitch hybrid to everybody. Use it where the customer pain makes the premium logical.

0. REACTIVATE	Start with your existing on-grid customer list. Contact customers who now want backup, AC continuity or a replacement for old inverter-battery systems; assess whether their existing PV can be upgraded to PuREPower.
1. QUALIFY	Ask: “Apart from reducing your bill, what must keep running when the grid goes off?”
2. SPLIT THE CUSTOMER	No backup pain → quote on-grid. Backup / continuity pain → present both on-grid and hybrid.
3. FRAME THE CHOICE	Option A: Solar Savings. Option B: Solar Savings + Backup.
4. PROVE THE DIFFERENCE	Use PuREPower specs, especially 3 kW PV-input headroom, storage, surge and outage continuity.
5. SHOW LONG-TERM ECONOMICS	Use the 3 kW 15-year comparison when the customer's situation fits the assumptions.
6. USE B2B ADVANTAGE	Sell the project before holding stock. Order through SolarEnergy and use partner support.
7. ACTIVATE REFERRALS	After a successful handover, explain PURE's referral codes and ask for introductions.
8. REPEAT	Track referral enquiries, hybrid close rate and gross contribution per project.

THE SCOREBOARD

For the next 30 days, do not measure success only by number of hybrid sales. Track: qualified backup enquiries, hybrid quotes issued, hybrid close rate, gross profit per project, referral codes activated, and referred enquiries generated.

9 • BUILD THE GROWTH ENGINE

BUILD A HIGHER-MARGIN HYBRID GROWTH ENGINE.

Win new hybrid projects, reactivate your installed on-grid base, earn stronger project margins and turn successful customers into a referral channel.

THE EPC GROWTH PLAN

1) Convert qualified new solar leads to hybrid. 2) Reactivate your existing on-grid installed base for retrofit upgrades. 3) Use SolarEnergy B2B pricing and zero-opening-stock model to protect working capital. 4) Activate PURE referrals after every installation. 5) Track margin per project and referred projects every month.

NEW PROJECTS	INSTALLED-BASE UPGRADES	REFERRAL-LED SCALE
Offer hybrid whenever backup / AC / continuity pain is present.	Revisit past on-grid customers and retrofit where technically suitable.	Use the PURE referral program to turn installed customers into warm project sources.

SOLARENERGY • PuREPOWER B2B EPC PARTNER DESK

WhatsApp / Call: 8333954353

CLICK HERE TO WHATSAPP - GET B2B PRICING & PROJECT SUPPORT

NEW LEADS + INSTALLED-BASE UPGRADES + HIGHER MARGINS + REFERRALS = A STRONGER EPC GROWTH MODEL.

Note: Product specifications, warranty, referral rewards, B2B pricing and delivery availability should be reconfirmed at quotation. Customer economics are illustrative and depend on actual usage, subsidy eligibility, backup needs and system design.