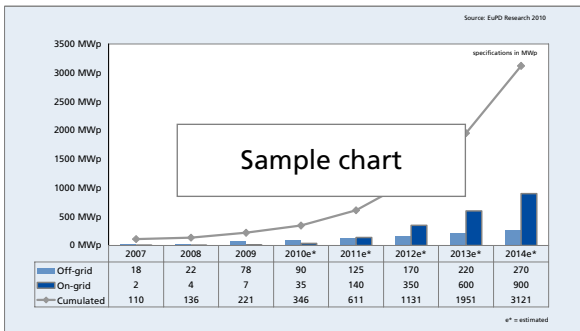


The Indian Photovoltaic Market 2010-2011 – Dynamics and Potential of the Indian PV Market

- Receive comprehensive information on the Indian PV market and understand market conditions as well as dynamics
- Recognize the main players within the market and adapt your strategies according to the market situation
- Understand customer behaviour in a rapidly emerging market

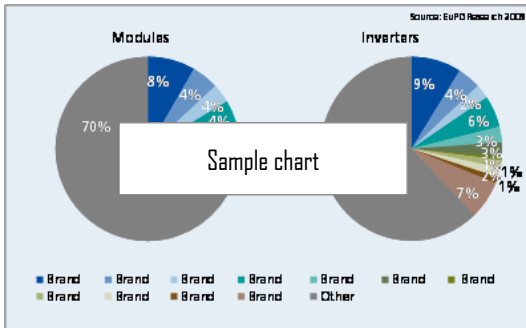
THE INDIAN GOVERNMENT FORESEES HUGE POTENTIAL IN SOLAR ENERGY MARKETS



Within the last years, the situation in the Indian PV market has changed profoundly: the Indian government foresees the potential solar energy can bring to its economy, how it can enhance the standard of living whilst combating climate change. The National Solar Mission set a target of 20,000 MW of installed grid connected solar power and 2000 MW of off grid solar power for 2022:

- Obtain a detailed overview of framework conditions
- Trends in of market development and segmentation
- Identify promising application types/customer groups etc.

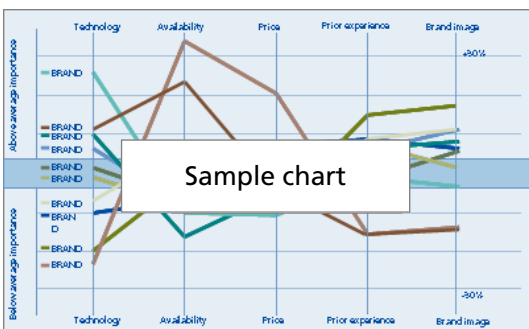
UNDERSTAND A HIGHLY FRAGMENTED EMERGING MARKET



Since the Indian market is highly fragmented and complex, it is crucial to understand the opportunities and challenges according to each region and devise corresponding strategies. Hence, it is important to monitor how the gap between production and installed capacity will emerge in order to anticipate future market development.

- Identify the main industry players
- Expansion plans vs. demand situation
- What opportunities and challenges will arise?

MANUFACTURER'S EXPANSION PLANS ARE OPTIMISTIC



The largest survey to date on the Indian PV market is based on primary interviews with 115 downstream players and qualitative interviews with 37 manufacturers from all regions of India. Additionally, other strategic sources of data are also used:

- Assessment of brand status and value
- Anticipate future market development
- Recommendation of promising and successful market entry strategies.

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The Indian Photovoltaic Market 2010-2011 – Dynamics and Potential of the Indian PV Market

Information Sources	<ul style="list-style-type: none">▪ Quantitative interviews with 115 Indian downstream players▪ Qualitative interviews with 37 manufacturers across India▪ Systematic desk research (external databases, business reports, etc.)▪ EuPD DAT – internal database (quarterly EuPD studies, EuPD market reports, etc.)
Contents (Subject to change)	<p>Executive Summary</p> <p>Part I. – India: Background</p> <ul style="list-style-type: none">A. Political ConditionsB. Economic ConditionsC. Social ConditionsD. Technological ConditionsE. Environmental Conditions <p>Part II. – PV Policies</p> <ul style="list-style-type: none">A. Regulatory Bodies and Framework ConditionsB. Jawaharlal Nehru National Solar MissionC. National Incentive Schemes and Regional Incentive SchemesD. Critical Issues <p>Part III. – PV Market Development</p> <ul style="list-style-type: none">A. Overall PV Market DevelopmentB. Potential Growth Areas <p>Part IV. – The Upstream Segment</p> <ul style="list-style-type: none">A. Overall Manufacturing Capacities and Expansion PlansB. Major Upstream Players and Insights into the Manufacturing SegmentC. Challenges and Hindrances in the Upstream MarketD. Spotlight on Strategic Options <p>Part V. – The Downstream Segment</p> <ul style="list-style-type: none">A. Dynamics of the Downstream SegmentB. Recent and Future Price DevelopmentC. Challenges and Hindrances <p>Part VI. Conclusion</p>
Benefits for your Company	<ul style="list-style-type: none">▪ Discover trends and opportunities in the Indian PV market along the whole value chain▪ Understand drivers and hindrances to the Indian PV market▪ Receive the information needed to develop innovative market entry strategies▪ Understand the dynamics of an emerging market and gain a competitive edge
Included in Delivery	1x report, high quality binding
Price	▪ Price: € 1.250 (excluding VAT and S/H)
Authors	Ramesh Kumar, Project Manager Nishit Shah, Research Analyst

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