AHMEDABAD · FOUNDED 2023

GharSol

Rooftop solar for homes — fitted in 7 days, with the PM Surya Ghar subsidy handled for you

PROBLEM

Families want rooftop solar and the government will pay up to ₹78,000 of it, but the process stops most of them.

- Comparing installers, panels and quotes is confusing
- Subsidy and net-meter paperwork takes weeks
- After-sales service is patchy once the panels are up

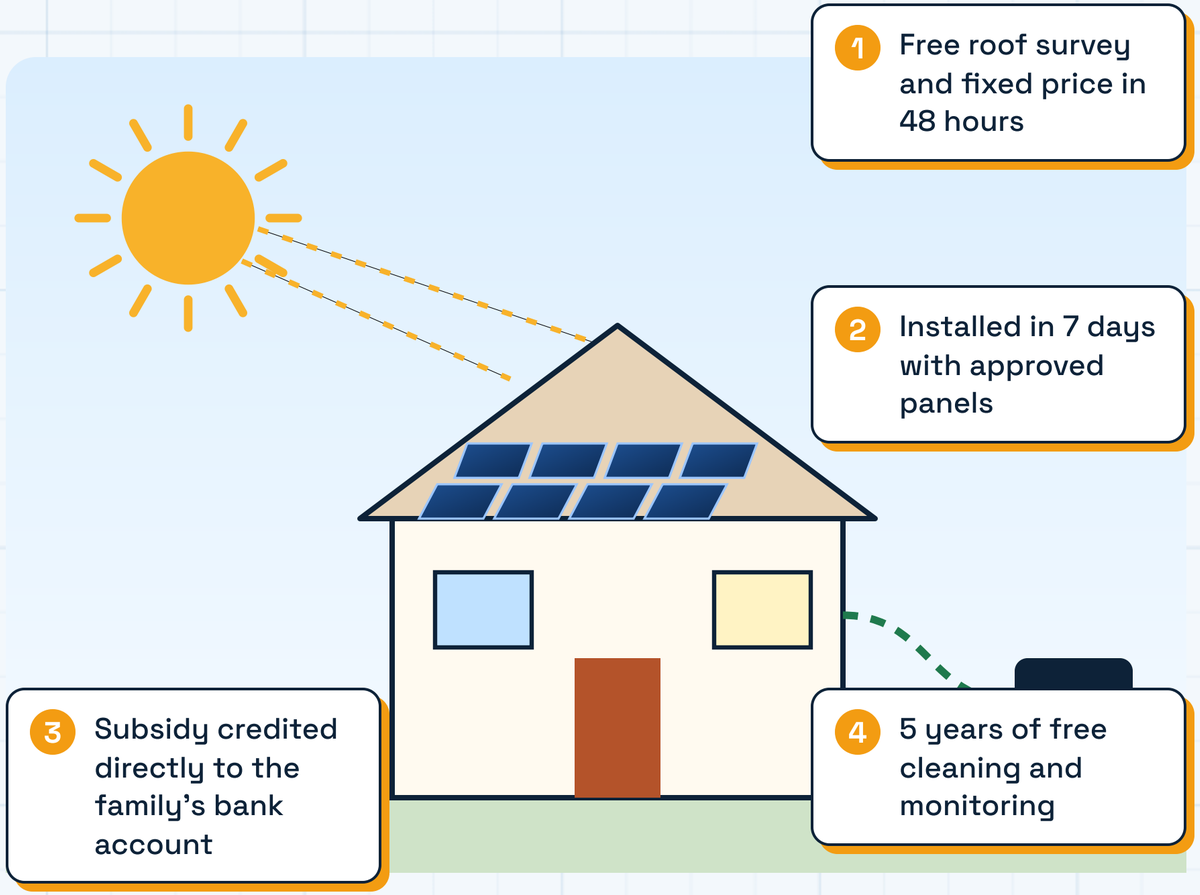
₹30,000/kW up to 2 kW, ₹18,000 for the 3rd kW, up to ₹78,000

Central subsidy for homes

PIB · 2024

SOLUTION

GharSol designs, installs and services home rooftop systems, and files the subsidy and net-meter paperwork for the family.



WHY NOW

The PM Surya Ghar scheme has made rooftop solar mainstream: half its 1 crore household target is already reached, and installations are at record highs.

- Central subsidy covers 60% of the cost of the first 2 kW
- Record 5.06 lakh households in a single month (July 2026)

1 crore households; ₹75,021 crore
PM Surya Ghar target and outlay
PIB / Ministry of New and Renewable Energy · 2024

50.06 lakh (4 Aug 2026)
Households benefited so far
PIB / MNRE · 2026

Sources: PIB / Ministry of New and Renewable Energy, 2024 · PIB / MNRE, 2026

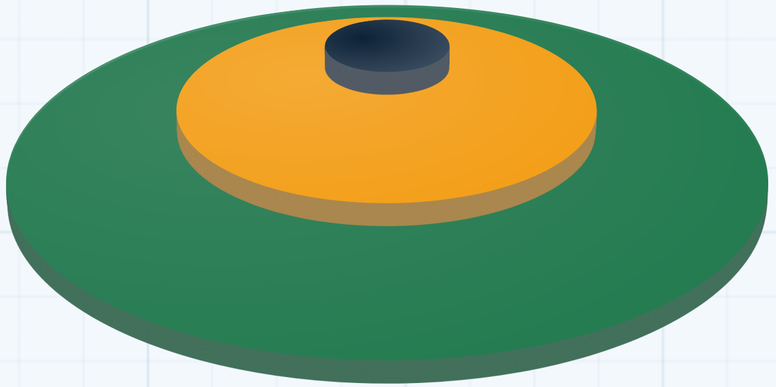
MARKET

A ₹86,900 Cr market, ₹26,070 Cr we can serve

Households left to reach the 1 crore target (1 crore − 50.06 lakh) × our average system value of ₹1.74 lakh; serviceable: Gujarat, Maharashtra and Rajasthan (30%, our estimate); our 5-year goal: 1% of that.

32.59 GW (31 Aug 2026)
Grid-connected rooftop solar installed
MNRE data, via SolarQuarter · 2026

5.06 lakh households (July 2026)
Best month of installations so far
PIB / MNRE · 2026



- Total market (TAM) **₹86,900 Cr**
- Serviceable (SAM) **₹26,070 Cr**
- Within reach (SOM) **₹260 Cr**

Sources: MNRE data, via SolarQuarter, 2026 · PIB / MNRE, 2026

BUSINESS MODEL

Families pay for the system; the subsidy comes back to them from the government.

We earn about 19% gross margin per system.

PLAN / PRODUCT	PRICE
2 kW home system	₹1,16,000 (₹60,000 subsidy)
3 kW home system	₹1,74,000 (₹78,000 subsidy)
5 kW home system	₹2,90,000 (₹78,000 subsidy)

TRACTION

₹24.5 Cr

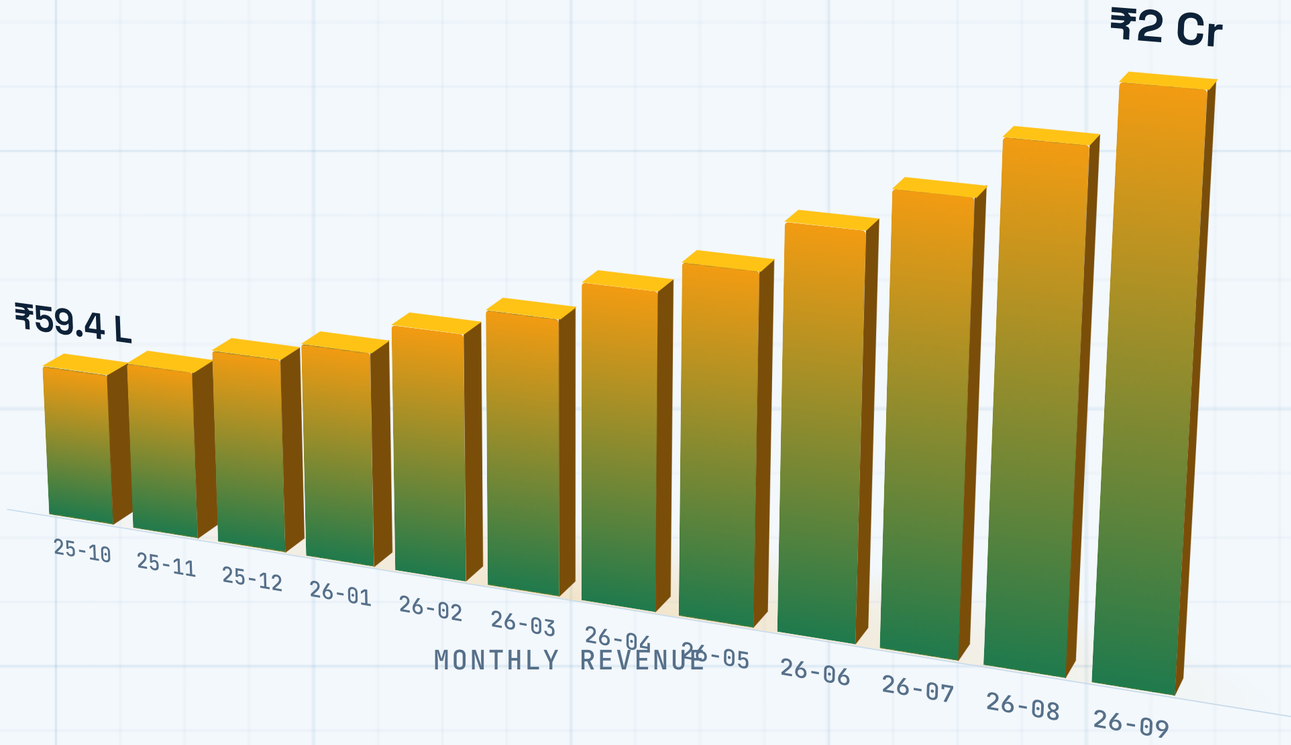
Annual run-rate

₹24.5 Cr annual run-rate, growing 12% a month

- Subsidy credited in 32 days on average
- 26% of new customers come from referrals

11.7%
AVG MONTHLY GROWTH

110
INSTALLATIONS PER MONTH



UNIT ECONOMICS

Gross margin per kW: 19%

It costs us ₹14,000 to win a customer.

19%

Gross margin per kW

(Price per kW − cost per kW) ÷ price per kW

₹1.9 L

Average system value

Price per kW × average system size

₹21,200

Gross profit per install after CAC

(Price − cost) per kW × average kW − CAC

19%

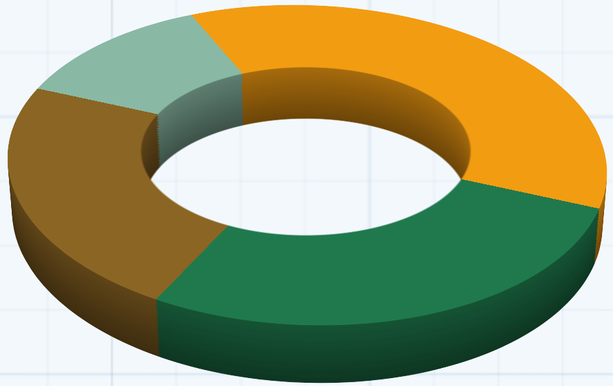
Gross margin

Given by the company

GO-TO-MARKET

We win families through housing-society camps, electricity-bill campaigns and referrals, and partner with local banks for solar loans.

- Housing-society camps: On-site surveys for 20–50 homes at once
- Referrals: ₹2,000 credit for each referral
- Digital campaigns: Bill-saving calculator on WhatsApp
- Bank partners: Solar loans at the point of sale



Housing-society camps	38%
Referrals	26%
Digital campaigns	24%
Bank partners	12%

WHERE CUSTOMERS COME FROM

COMPETITION

We turn a confusing, weeks-long process into one fixed price, one week, and one point of contact for five years.

- Own crews, not sub-contractors
- Subsidy and net-meter filing done for the customer
- Remote monitoring flags faults before the family notices

ALTERNATIVE	WHERE IT FALLS SHORT
Local installers	Subsidy paperwork often left to the family; patchy after-sales
National solar brands	Focus on large commercial jobs
Doing nothing	Electricity bills keep rising

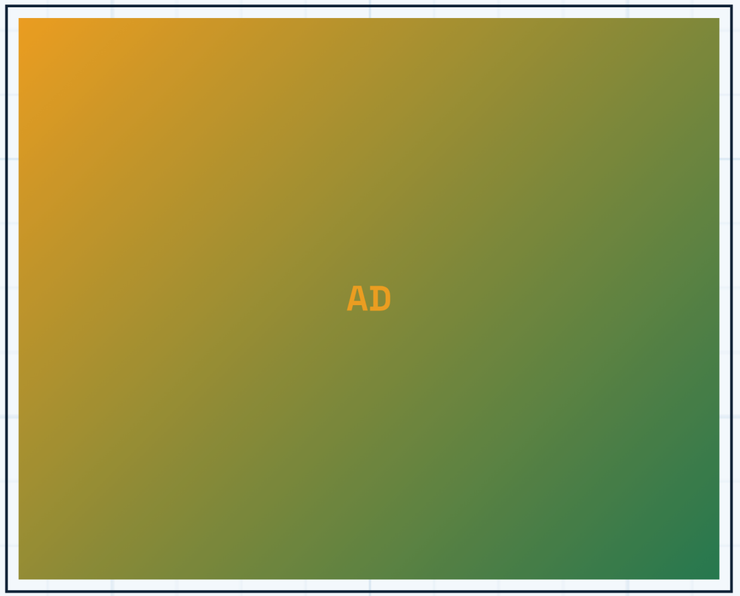
TEAM

3 founders who have done this before

Harsh Patel

CEO

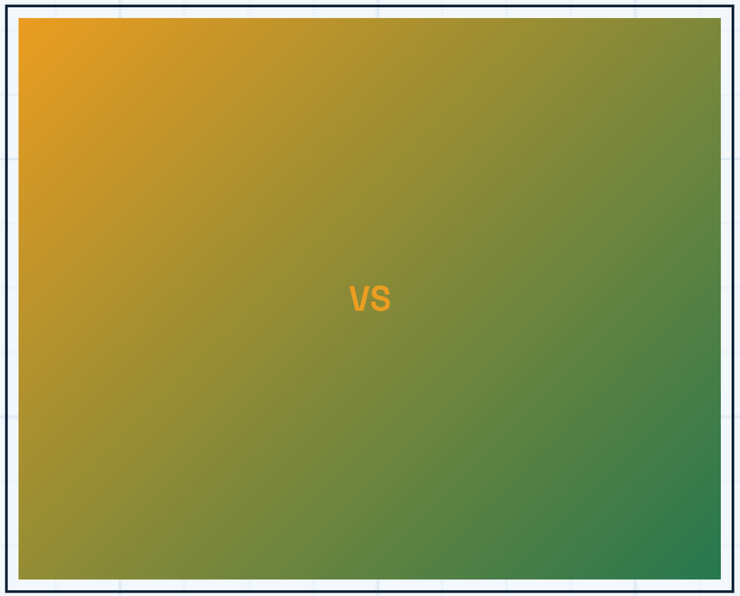
Built a 200 MW solar EPC business



Ananya Desai

COO

Ran field operations for a home-services company



Vikram Singh

CTO

Built IoT monitoring for energy assets

FINANCIALS

₹14.2 Cr

Revenue, last 12 months

Plan: ₹130 Cr revenue in FY29

19%
GROSS MARGIN
Given by the company

21 months
RUNWAY
Cash in bank ÷ net monthly burn

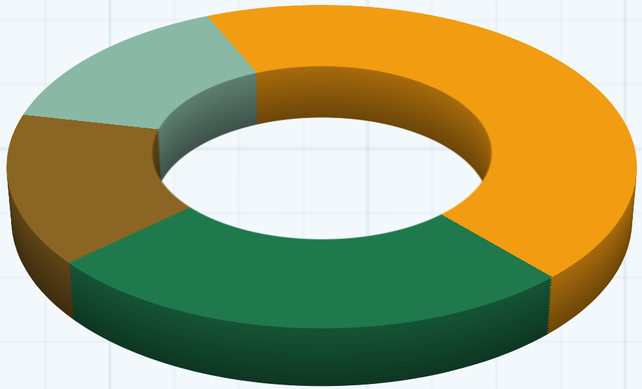
THE ASK

Raising ₹25 Cr (Series A)

To fund the next 24 months.

₹110 Cr
Pre-money valuation

₹9 Cr seed
Raised so far



- New states & crews — 45%
- Working capital — 25%
- Monitoring platform — 15%
- Brand & referrals — 15%

USE OF FUNDS

THANK YOU

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Harsh Patel harsh@gharsol.example