

GharSol

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

Rooftop solar installer · Energy / rooftop solar / EV charging · Growth · Ahmedabad

Sample company. The market facts are real and sourced below; the company, its team and its figures are illustrative — modelled on the industry figures cited, and checked for consistency like any client deck.

Key numbers and how they were worked out

METRIC	VALUE	HOW
Monthly revenue	₹2 Cr	Revenue in 2026-09
Annual run-rate	₹24.5 Cr	Latest month × 12
Monthly growth (avg, last 3 months)	12%	$(2026-09 \div 2026-06)^{(1/3)} - 1$
Growth, year on year	290%	2026-09 vs 2025-09
Revenue, last 12 months	₹14.2 Cr	Sum of the last 12 months
Runway	21 months	Cash in bank ÷ net monthly burn
Gross margin	19%	Given by the company
Gross margin per kW	19%	$(\text{Price per kW} - \text{cost per kW}) \div \text{price per kW}$
Average system value	₹1.9 L	Price per kW × average system size
Gross profit per install after CAC	₹21,200	$(\text{Price} - \text{cost}) \text{ per kW} \times \text{average kW} - \text{CAC}$
ENERGY / ROOFTOP SOLAR / EV CHARGING METRIC (GIVEN BY THE COMPANY)		VALUE
Installations per month	110	

ENERGY / ROOFTOP SOLAR / EV CHARGING METRIC (GIVEN BY THE COMPANY)	VALUE
Capacity installed to date (kW)	3100
Price per kW (before subsidy)	₹58,000
Our cost per kW (panels, inverter, fitting)	₹47,000
Average system size (kW)	3.2
Customer acquisition cost	₹14,000
Customer payback on savings	54 months

Monthly revenue

MONTH	REVENUE	CHANGE
2025-09	₹52.36 L	—
2025-10	₹59.35 L	13.3%
2025-11	₹65.16 L	9.8%
2025-12	₹74.67 L	14.6%
2026-01	₹81.57 L	9.2%
2026-02	₹92.83 L	13.8%
2026-03	₹1.03 Cr	10.9%
2026-04	₹1.17 Cr	13.7%
2026-05	₹1.29 Cr	10.0%
2026-06	₹1.47 Cr	13.8%
2026-07	₹1.62 Cr	10.4%
2026-08	₹1.83 Cr	13.0%
2026-09	₹2.04 Cr	11.6%

The plan

YEAR	REVENUE	EBITDA	GROWTH
FY27	₹34 Cr	-₹2 Cr	1.4× today's run-rate
FY28	₹72 Cr	₹3.6 Cr	2.1×
FY29	₹130 Cr	₹11.7 Cr	1.8×

Market

TAM ₹86,900 Cr · SAM ₹26,070 Cr · SOM ₹260 Cr. 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.

FACT	FIGURE	SOURCE	CHECKED
PM Surya Ghar target and outlay	1 crore households; ₹75,021 crore	PIB / Ministry of New and Renewable Energy, 2024 https://www.pib.gov.in/PressReleasePage.aspx?PRID=2268992&reg=48&lang=1	Found in search results; source page to be opened
Households benefited so far	50.06 lakh (4 Aug 2026)	PIB / MNRE, 2026 https://www.pib.gov.in/PressReleasePage.aspx?PRID=2294208&reg=48&lang=2	Found in search results; source page to be opened
Central subsidy for homes	₹30,000/kW up to 2 kW, ₹18,000 for the 3rd kW, up to ₹78,000	PIB, 2024 https://pib.gov.in/PressReleasePage.aspx?PRID=2012168	Found in search results; source page to be opened
Grid-connected rooftop solar installed	32.59 GW (31 Aug 2026)	MNRE data, via SolarQuarter, 2026 https://solarquarter.com/2026/09/11/indias-solar-capacity-crosses-168-gw-as-2026-installations-near-34-45-gw-by-august-2026/	Found in search results; source page to be opened
Best month of installations so far	5.06 lakh households (July 2026)	PIB / MNRE, 2026 https://www.pib.gov.in/PressReleasePage.aspx?PRID=2294208&reg=48&lang=2	Found in search results; source page to be opened

Competition

- **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

Consistency checks

All checks passed: use of funds adds to 100%, TAM ■ SAM ■ SOM, months in order, runway and plan growth within normal ranges.

Assumptions

- Company, team and figures are a sample. Scheme figures are from PIB/MNRE; the remaining-household market is our calculation from them; the three-state share (30%) is our estimate.
- Average system 3.2 kW at ₹58,000 per kW before subsidy (our price); our cost ₹47,000 per kW ■ 19% gross margin.
- Monthly revenue = 110 installs × 3.2 kW × ₹58,000.
- Customer payback of about 54 months is our estimate from typical savings for a 3 kW system after subsidy.

Narration

01 · TITLE

This is GharSol. Rooftop solar for homes — fitted in 7 days, with the PM Surya Ghar subsidy handled for you. We are raising 25 crore rupees to get to the next stage.

02 · PROBLEM

Families want rooftop solar and the government will pay up to 78000 rupees 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. Central subsidy for homes: 30000 rupees/kW up to 2 kW, 18000 rupees for the 3rd kW, up to 78000 rupees according to PIB.

03 · SOLUTION

GharSol designs, installs and services home rooftop systems, and files the subsidy and net-meter paperwork for the family. Free roof survey and fixed price in 48 hours. Installed in 7 days with approved panels. Subsidy credited directly to the family's bank account.

04 • 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 percent of the cost of the first 2 kW. Record 5.06 lakh households in a single month (July 2026). PM Surya Ghar target and outlay: 1 crore households; 75021 rupees crore, according to PIB / Ministry of New and Renewable Energy. Households benefited so far: 50.06 lakh (4 Aug 2026), according to PIB / MNRE.

05 • MARKET

The total market is about 86900 crore rupees a year. of which 26070 crore rupees is the part we can serve. and we aim to win 260 crore rupees of it in the next few years.

Households left to reach the 1 crore target (1 crore – 50.06 lakh) × our average system value of 1 rupees.74 lakh; serviceable: Gujarat, Maharashtra and Rajasthan (30 percent, our estimate); our 5-year goal: 1 percent of that. Grid-connected rooftop solar installed: 32.59 GW (31 Aug 2026), according to MNRE data, via SolarQuarter. Best month of installations so far: 5.06 lakh households (July 2026), according to PIB / MNRE.

06 • BUSINESS MODEL

Families pay for the system; the subsidy comes back to them from the government. We earn about 19 percent gross margin per system. Pricing starts at 116000 rupees (60000 rupees subsidy) for 2 kW home system.

07 • TRACTION

We are at 24.5 crore rupees of annual run-rate. growing 11.7 percent a month on average over the last three months. 110 installs a month across three states, 3,100 kW installed to date, 4.8-star average rating. Subsidy credited in 32 days on average. 26 percent of new customers come from referrals.

08 • UNIT ECONOMICS

It costs us 14,000 rupees to win a customer. Gross margin per kW is 19 percent. Average system value is 1.9 lakh rupees. Gross profit per install after customer acquisition cost is 21200 rupees.

09 • GO-TO-MARKET

We win families through housing-society camps, electricity-bill campaigns and referrals, and partner with local banks for solar loans. Today 38 percent come from Housing-society camps, 26 percent come from Referrals, 24 percent come from Digital campaigns.

10 • COMPETITION

Customers today choose between Local installers, National solar brands, Doing nothing. 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.

11 • TEAM

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.

12 • FINANCIALS

We made 14.2 crore rupees in the last twelve months. at a gross margin of 19 percent. Our plan takes revenue to 130 crore rupees by FY29, with EBITDA of 11.7 crore rupees. Today we have about 21 months of runway.

13 • THE ASK

We are raising 25 crore rupees as Series A. to fund the next 24 months. 45 percent goes to New states & crews, 25 percent goes to Working capital, 15 percent goes to Monitoring platform.

14 • THANK YOU

Thank you for your time. We would love to tell you more about GharSol.

Prepared with AirTikal Pitch from information provided by the company (a sample). Not an offer of securities.