

Alternate Business Models & Creative Marketing Development





4 P's of Marketing

- Product
- Price
- Publicity
- Place



Historical Trends

- Incentive driven – Depreciation Benefit
- Manufacturer Push
- Infrastructure
- Turbine Capacity
- Power Evacuation
- Design for Indian conditions



Stakeholders-1

- Developers
- Manufacturers
- Electrical utility
- State & central Govts



Stakeholders – 2

- Large investors
- Small investors
- Independent power producers
- Financiers
- Insurers



Alternative Business Models

THANK YOU