

FAQ'S about the company

Name of the company: Freyr Energy Services Pvt. Ltd.

Set up in: 26th May, 2014

Based in: Hyderabad

Founders: Saurabh Marda & Radhika Choudary

Certifications: ISO 9001:2015 - QUALITY MANAGEMENT SYSTEMS

ISO 14001:2015 - Environment Management System

Class A Electrical Contractor License with State of AP and Telangana

Key solar organization Affiliations - MNRE Channel Partner, NREDCAP

About the company: Freyr Energy is a full service solar solutions provider. Our products range from rooftop systems, petrol pumps, solar water pumps to micro grids. In the last 2 years we have installed 700+ systems across two countries, India and Ghana. Our customers include home owners, farmers, educational institutions, hospitals, manufacturing companies and some of the largest blue chip solar companies.

Strengths:

- Turnkey solutions (driven by in-house proprietary technology) customized to individual user needs result in a hassle-free approach for the customer
- Sales structure and proprietary technology, allows us to both scale rapidly and have a very low incremental overhead cost to support sales and installation
- Ability to execute projects in remote and extremely challenging locations with no road access; dealing with extremist elements in the region

What is Freyr SunPro:

1. **Freyr SunPro** is a revolutionary mobile application for iOS and android devices which helps you run your solar business with ease.
2. SunPro uses complex algorithms in the background that runs around 500 iterations in less than one second to identify the best possible solution for a customer. It is equivalent to a 5 person team (Design engineer, pricing specialist, customer management, supply chain and project management) supporting you 24x7, 365 days to help close orders
3. The initial investment required to start your rooftop solar business is now zero.
4. The tool is so easy to use, anyone from any background can use it to start immediately in the sector
5. Instantaneous, error free system design, pricing and proposal generation reduces sales cycle time to just 1-2 meetings with the customer. This is about 90% shorter from the current scenario
6. If several people in your organization are using the tool, you can automatically monitor and assess their performance

Background behind the App and its development – When we started Freyr Energy, one of our goals was to enable any individual at any location to start their solar rooftop business. We wanted to eliminate all complexity involved in system design, pricing, proposal generation etc. and make it easier to sell a solar system, while ensuring the customer gets the best product possible. With Freyr SunPro, we have done that. The complex algorithms running in the background take care of all the complexities and makes it easy for a person to start a solar business, sell systems and become profitable from the start.

We wanted to make this tool available to everyone in India. The reason is that if we are to collectively achieve 40 GW of rooftop solar installations by 2022, it will require tremendous grassroots participation, especially on sales. It's not something that a handful of companies can do on their own.

Freyr's Big moment: We have had several big moments, right from receiving our first order worth over INR 8 Cr, raising angel and institutional funding in less than 6 months of starting the company and using Freyr SunPro to rapidly expand our presence across 10 states in India.

Impact: The impact of our work goes beyond economics.

10,000+ students have access to better quality education infrastructure

10,000+ tribals/villagers have access to electricity

17,000 people in Ghana have better healthcare infrastructure

8,000+ people have reliable access to drinking water supply

Vision: Our vision is to leverage Freyr SunPro™ to expand our network across 25 countries in the next three years. This means helping every customer get a custom designed system at the lowest possible cost along with financing options to increase affordability.