

India Market Entry Support: Market Sizing

Smart Grid in Indian Retail Power Supply

The Client

A US-based IT solution provider catering to the emerging smart grid technology requirement of utilities worldwide. Typical clientele comprises energy, water and gas utilities and/or related service providers.

The Background

The client wanted an estimation of the near to medium term market opportunity in the Indian smart grid technology framework. The study entailed mapping Indian power utilities' technology adoption scenario, estimation of demand, policy support as well as existing business ecosystem.

Alchemy Approach and Solution

Alchemy undertook a thorough secondary research comprising utility investments under way, policy and regulatory stance on the industry as well as the emerging market landscape of technology providers. This was combined with primary research inputs of key stakeholders (utility managers/technology heads), regulators and equipment manufacturers to round-off the overall estimation. The study culminated in identifying the key areas of untapped growth potential for technology providers in smart grid.

Benefits

The client took a positive note of the exhaustive and credible research insights in the study. In particular, the client was appreciative of the analysis derived from ongoing policy and regulatory developments in the industry.

Illustrations

