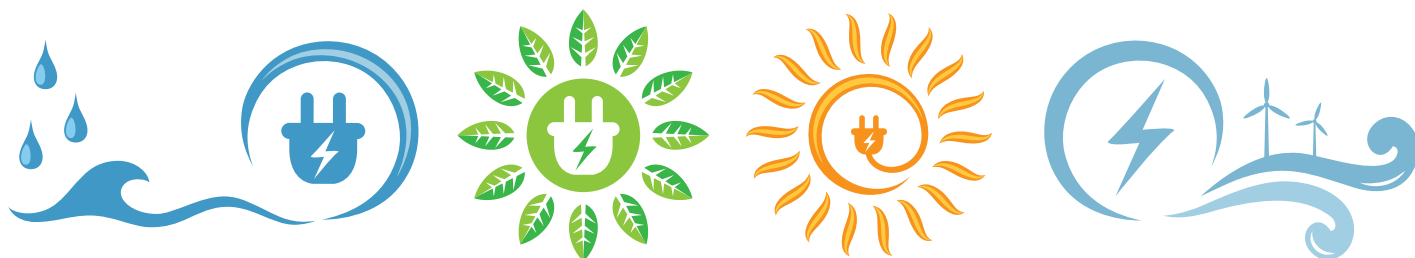




Survey of India Consumer Perceptions on Renewable Energy



Introduction

The Indian power industry has continued to have issues with meeting its power generation goals since independence. Conventional sources of energy, especially coal, have not been able to keep up with demand and the country needs a true all-of-the-above policy approach to meet its ever increasing demand. Interest has naturally shifted to renewable sources of energy generation in the last few years along with the rest of the world. There are various renewable energy policies – Jawaharlal Nehru National Solar Mission chief among them along with state policies that have been implemented in various forms over the last few years.

We at Mercom have always been of the opinion that policies are effective if they are implemented from the bottom-up with stakeholder buy-in. In this case, most of the Indian population has a stake. However, most of the current policies have been developed from the top down with no input from end users. Most businesses and communities are often disenchanted and they see energy policies as status quo where policy makers and industry make the rules and in the end communities lose. We decided to go out to the consumers and ask what they really thought.

In an extensive survey, Mercom spoke with 1,675 homeowners and businesses face-to-face to ask what they really think about renewable energy and India's power situation. It was a daunting task taking several months and dozens of diverse locations. The results are compelling. We now have first-of-its-kind insight into the awareness and opinions of Indian consumers on renewable energy and power supply. Generally, we found a lot of opportunities for government and the renewable energy industry to invest in educating and informing consumers so they can make better informed decisions and demand renewable energy which would benefit all.

To learn more about our methodology and coverage areas, see page 17.

About Mercom Communications India

Mercom Communications India (Mercom), based in Bangalore, is a subsidiary of Mercom Capital Group, llc, a clean energy communications and research and consulting firm based in Austin, Texas. Mercom's communications division helps clean energy companies build powerful relationships with media, analysts, government decision-makers, local communities and strategic partners. Mercom's consulting division advises cleantech companies on new market entry, custom market intelligence and overall strategic decision-making. Mercom delivers highly respected industry market intelligence and funding and M&A reports covering Solar Energy, Wind Energy and Smart Grid. Our reports provide timely industry happenings and ahead-of-the-curve analysis specifically for C-level decision making.

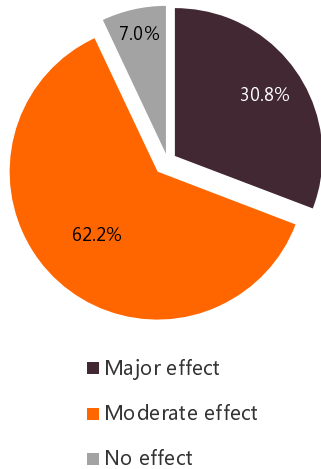
For more information about Mercom Capital Group, visit: <http://www.mercomcapital.com>.

To get a copy of Mercom's popular market intelligence reports, visit:
http://mercomcapital.com/market_intelligence.php

Key Findings

- Almost 93 percent of the businesses Mercom surveyed indicated that power cuts have a moderate to major effect on their business.
- A whopping 94 percent of commercial establishments surveyed said that there would be either a moderate or great improvement in their businesses if they had a steady power supply without cuts.
- About 65 percent of surveyed businesses said they currently have a backup diesel generator in place to run their business during power losses. Of those surveyed who didn't have a backup generator, 22 percent said they were considering one.
- Almost 74 percent of commercial survey respondents said consistent power without cuts was more important than price, while 26 percent said they would prefer cheaper power.
- On awareness of different energy sources, 91 percent of commercial respondents and 83 percent of residential respondents were aware of solar - largely due to the prevalence of solar water heaters. Solar was the most recognized source of energy generation by both commercial and residential respondents.
- Commercial and residential respondents had nearly identical opinions of solar energy, with 58 percent of both groups saying they strongly favor solar and about 25 percent saying they somewhat favor solar.
- Nearly 50 percent of commercial and 46 percent of residential respondents strongly favored wind energy, while 23 percent of commercial and 25 percent of residential respondents somewhat favored wind.
- A plurality of both commercial respondents (47 percent) and residential respondents (39 percent) had a neutral impression of coal. Only 14 percent of commercial respondents and 18 percent of residential respondents were either somewhat or strongly opposed to coal.
- Similarly, 41 percent of commercial and 32 percent of residential respondents had a neutral view of nuclear energy.
- Both commercial (71 percent) and residential (65 percent) respondents mentioned the environment as the top benefit of solar energy. A never-ending renewable source of energy was the most cited benefit (61 percent of commercial and 55 percent of residential respondents). Having a domestic source of energy was third most cited – 57 percent of commercial and 49 percent residential respondents.
- When asked how important it is for India to develop and use solar power, 49 percent of commercial respondents and 45 percent of residential respondents said it is very important. An additional 47 percent of commercial and 43 percent of residential respondents said it was somewhat important.
- Awareness of government subsidy programs for renewable energy was 59 percent among commercial respondents. Only 45 percent of residential respondents were aware of these subsidy programs.
- Survey respondents strongly supported subsidies for solar power with 87 percent of both commercial and residential in favor.
- When asked about consumers' familiarity with the Bureau of Energy Efficiency (BEE label) products and benefits, 40 percent of commercial and 56 percent of residential consumers said they were not familiar.

How much do power cuts affect your business? (Commercial Only)**



Source: Mercom Capital Group, llc

Respondent Highlights

“Regular power [cuts are] posing a serious threat to my business development.”

“The government should [put an emphasis] on renewable energy, by promoting the installation of solar panels on both domestic and commercial buildings.”

Almost 93 percent* of the businesses Mercom surveyed indicated that power cuts have either a moderate or major effect on their business. Only 7 percent of surveyed businesses said power cuts had no effect on their business.

Businesses in India have struggled with power shortages, which increase the cost of doing business. Because of the need to invest in backup generation, it is difficult to compete with foreign businesses that do not have costs associated with power shortage issues.

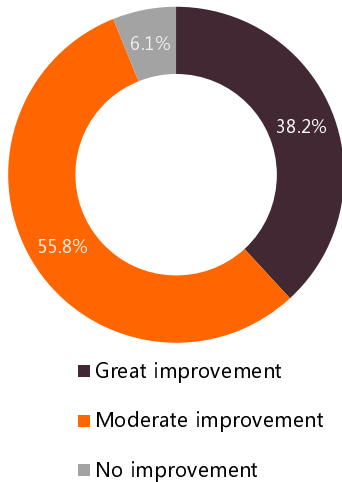
Several factors have contributed to higher inflation and slower GDP growth in India over the last several years - one of them is power supply shortages. Utilities in some states have resorted to cutting power instead of increasing generation or importing power from other states. According to utilities, importing power is expensive. Cutting power becomes the easy way out for utilities because they face no pressure from industries which see the situation as “business as usual.”

This result erases any doubt to the impact power cuts have on businesses large and small. If lowering inflation, increasing growth and adding new jobs to the economy are important, the current power situation must be rectified immediately.

*Percentages in text have been rounded to the ones.

** Percentages in charts have been rounded to the tenth decimal place.

How much would your business improve if there were no power cuts? (Commercial Only)



Source: Mercom Capital Group, llc

Respondent Highlights

“I run a medical clinic, and uninterrupted power supply is important for me when attending to my patients.”

“Renewable energy could be the perfect option for huge retail outlets like ours.”

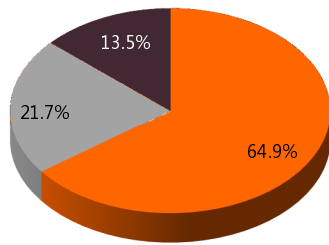
A whopping 94 percent of commercial establishments surveyed said that there would either be a moderate or great improvement in their businesses if they had a steady power supply without cuts.

This is a significant finding and a wake-up call to policymakers. It demonstrates that improving the power shortage situation is urgently needed if we want to see greater economic growth and job creation. Over the years, India has never been able to meet its power generation targets through conventional sources. Coal has not been able to solve the energy problem; it has its own shortage issues and is dependent on imports as prices continue to climb.

Renewable sources of energy must be added to the mix quickly to ramp up generation to meet the power needs of businesses. With GDP growth currently at less than 5 percent compared to more than 8 percent a few years ago, improving the power generation scenario should be the most important priority for central and state governments.

Meanwhile, businesses need to be more vocal, put constant pressure on their local governments and utilities every time power is cut and let their displeasure be known. With most DISCOMS around the country in dire financial straits, they have opted to ‘cut’ power rather than import it even when it is available, due to higher cost. As shown in our survey results, this is directly affecting businesses, and impacting the economy.

Does your business have a backup generator? (Commercial Only)



- Yes
- No, but we are considering it
- No, and we have not considered it

Source: Mercom Capital Group, llc

Respondent Highlights

“The use of solar power must be made mandatory for all new buildings in both commercial and residential areas.”

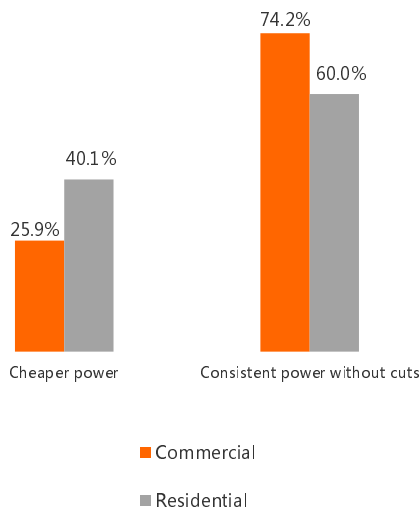
“Electricity is an integral part of our day-to-day life. From a small chip to a large industrial unit, everything needs power to operate.”

About 65 percent of surveyed businesses said they currently have a backup diesel generator in place to run their business when there is a power loss. Of those surveyed who didn't have a backup generator, 22 percent said they were considering one. Only 14 percent were without a generator and were not considering purchasing one.

Peak shortage is a critical problem and industries are stifled by power shortages and expensive back-up generation. Diesel prices have been going up by ₹0.50/liter per month as the government, in a bold move, allowed oil marketing companies to raise diesel prices to bring subsidized diesel closer to a market-based price, resulting in a ~15 percent increase over the last 12 months.

As diesel rates move toward a market-based price, solar power prices are looking extremely attractive especially during peak times.

What is more important to you?



Source: Mercom Capital Group, Ilc

Respondent Highlights

“The government should emphasize on renewable energy, by promoting the installation of solar panels on both domestic and commercial buildings.”

“Apart from supporting the development of renewable energy projects, the government should also educate people about the importance of implementing such project.”

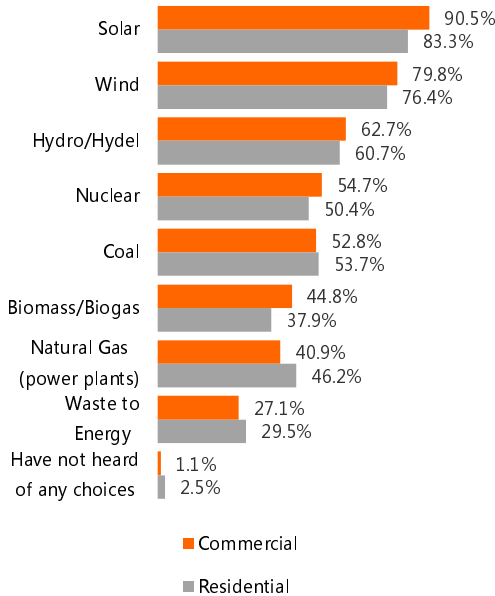
In a surprising finding, almost 74 percent of commercial survey respondents said consistent power without cuts was more important to them than price, while 26 percent said they would prefer cheaper power.

Sixty percent of residential survey respondents also said consistent power without cuts was more important to them, and 40 percent said they would prefer cheaper power.

This important finding diminishes the rationale taken by state governments and utilities of not increasing power prices to reflect market-based pricing. When you ask businesses and people on the ground who create jobs, the reality is very different. They want power to run their dry cleaning shops, software businesses, small manufacturing units of all kinds, mom-and-pop shops, and many more. People want electricity in their homes for obvious reasons: cooking, reading/studying, watching TV, listening to music, etc. People and businesses acknowledge and accept that they have to pay more for the service; power is not a privilege anymore – it is a necessity closely tied to economic progress.

This is also an opportunity for state governments and utilities to bring in badly needed revenue. Most utilities in India face severe financial shortfalls largely due to lack of revenues. They have been hampered by local governments to raise power prices due to vote bank politics. However, public support for a more consistent power supply does not mean DISCOMS should have carte blanche to raise prices. According to survey respondents, it has to be accompanied by better service and uninterrupted power.

Have you heard of the following types of power plants/energy sources?

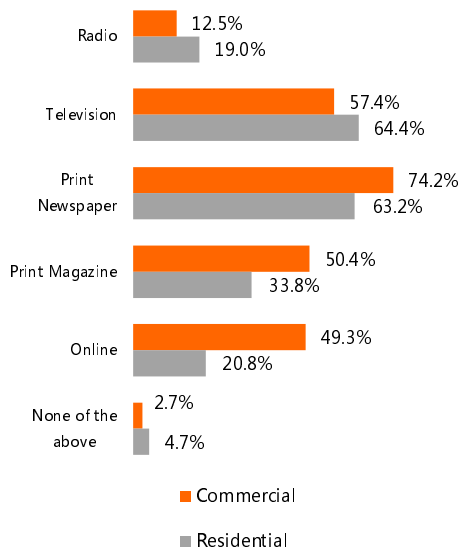


Source: Mercom Capital Group, Ilc

In terms of awareness of different energy sources, 91 percent of commercial respondents and 83 percent of residential respondents were aware of solar largely due to the prevalence of solar water heaters. Solar was the most recognized form of energy generation by both commercial and residential respondents. Wind was the second most recognized form of power generation as identified by 80 percent of commercial and 76 percent of residential respondents.

Awareness of renewable sources of energy such as solar and wind were higher than conventional sources such as coal.

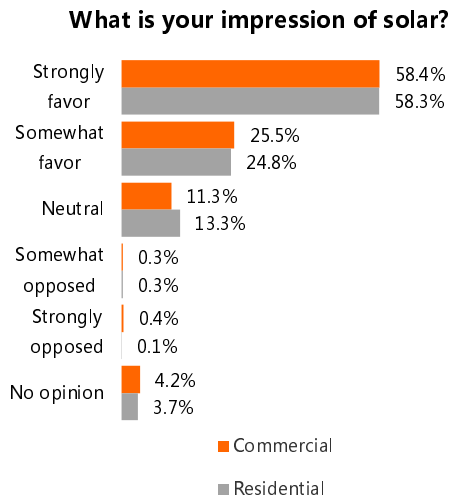
Where did you hear about the types of energy sources?



Source: Mercom Capital Group, Ilc

When asked where they had heard about energy generation sources, 74 percent of commercial survey respondents said print newspapers, followed by television (57 percent), print magazines (50 percent), online (49 percent) and radio (13 percent).

For residential consumers, television was the most popular source of information (64 percent), closely followed by print newspapers (63 percent), print magazines (34 percent), online (21 percent) and radio (19 percent).



Source: Mercom Capital Group, llc

When asked about their impression of solar energy, 58 percent of both commercial and residential survey respondents said they strongly favor solar and about 25 percent of both commercial and residential respondents said they somewhat favor solar. Only 11 percent of commercial and 13 percent of residential respondents were neutral while about four percent in each group had no opinion. Opposition to solar was negligible, with fewer than one percent of commercial and residential respondents either somewhat or strongly opposed.

Despite the higher favor respondents gave solar relative to other generation sources, throughout our survey, we found a general lack of education and awareness, and in some instances misconceptions about solar, such as its use being limited to water heating.

This may be because the solar industry has done almost nothing to inform and educate consumers about its potential and versatility. For an industry that is completely dependent on subsidies at the moment, they have not invested much time and effort in getting consumers on their side.

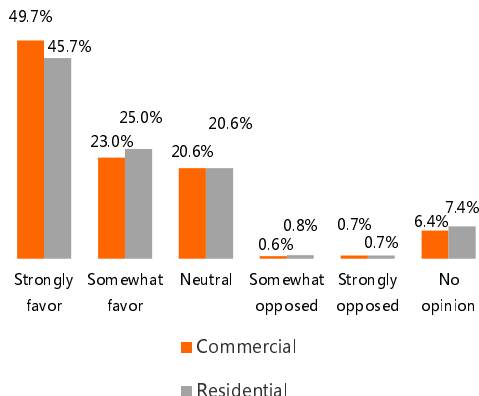
In most cases, solar companies have been focused on courting the government to ensure they are in the ‘good books’ and sign their next lucrative PPA.

Ultimately, it is the residential and business customers who consume their main product – electricity. End users will become even more important to solar’s success as the market shifts towards distributed generation, commercial and residential rooftops.

The solar industry will need stronger support from consumers to pressure policy makers on subsidies, supporting policies, land use and others because solar is still a nascent industry in India. It is simply not enough to have a line in a press release showing how much CO₂ emissions will be reduced. As we are seeing in the United States and Europe, the market has quickly shifted in a few years from “business-to-government” to “business-to-business” to “business-to-consumer.” The companies that comprise the solar industry need to begin investing in customer education and moving public opinion immediately if they want a large sustainable customer base in the long run.

Although solar’s favorability compares well to other energy sources, the solar industry needs to focus on converting those that “somewhat favor” or are neutral or have no opinion about solar into strong supporters so that policymakers will have a more solid base of support to advance better solar policies.

What is your impression of wind?



Source: Mercom Capital Group, llc

Respondents Highlights

“Renewable energy is pollution-free and could help reduce global warming.”

“We should reduce dependence on coal to protect the environment.”

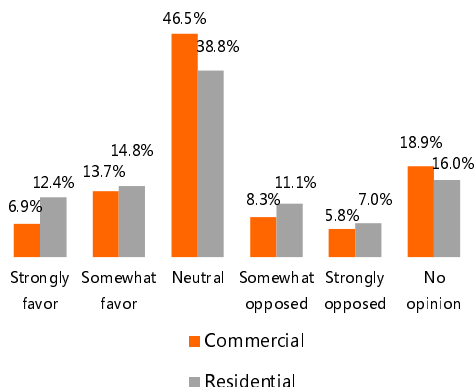
Given its energy security, low operational costs and environmental benefits, it is somewhat surprising that strong wind favorability was less than 50 percent for commercial and residential respondents. However, the percentage of respondents that strongly or somewhat favored wind were similar to solar.

Twenty-three percent of commercial and 25 percent of residential respondents somewhat favored wind. Twenty-one percent of each group said their impression was neutral while 6 percent of commercial and 7 percent of residential respondents had no opinion.

Although wind projects tend to be larger in size than solar and away from population centers, the perception of wind as a clean energy source and its benefits need to be communicated to the people.

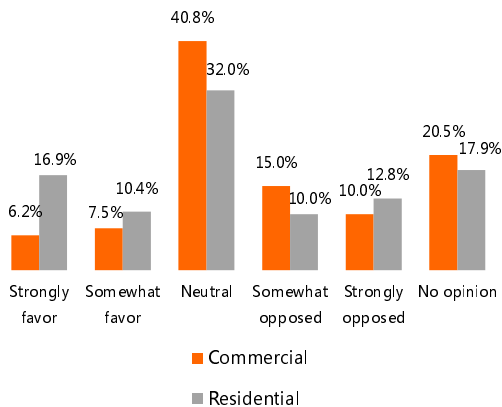
Like solar, wind is dependent on subsidies and the withdrawal of accelerated depreciation and generation-based incentives in 2012 hurt the industry a great deal resulting in a drop in installation growth in 2013. Without education and information, you cannot expect constituencies to demand clean wind energy, and there will be little to no pressure on policymakers to do something about it.

What is your impression of coal?



Source: Mercom Capital Group, llc

What is your impression of nuclear?



Source: Mercom Capital Group, llc

A plurality of both commercial (47 percent) and residential respondents (39 percent) had a neutral impression of coal. Only 14 percent of commercial and 18 percent of residential respondents were either somewhat or strongly opposed to coal. Despite its relatively low favorability numbers, it is good news for the coal industry and not so good news for clean energy sectors because the coal industry is entrenched in the power sector whereas clean energy is still trying to gain significant market share.

It is up to the clean energy industry to tout not only the benefits of clean and renewable

energies, but also to clearly differentiate them from conventional fossil fuels. Coal is the dirtiest fossil fuel and a large contributor to regional and global air pollution.

Depending on the quality of coal and control equipment at the power plant, air pollution from coal combustion includes SO₂, NO_x, CO₂, particulate matter, and mercury. Coal plants can also emit lead, cadmium, and other toxic heavy metals, carbon monoxide, hydrocarbons, volatile organic compounds, and arsenic. Taking just one pollutant, sulfur dioxide, which contributes to regional health and environmental problems, India is now second in the world in emissions. Roughly half of India’s SO₂ emissions come from coal-fired power, according to NASA data.

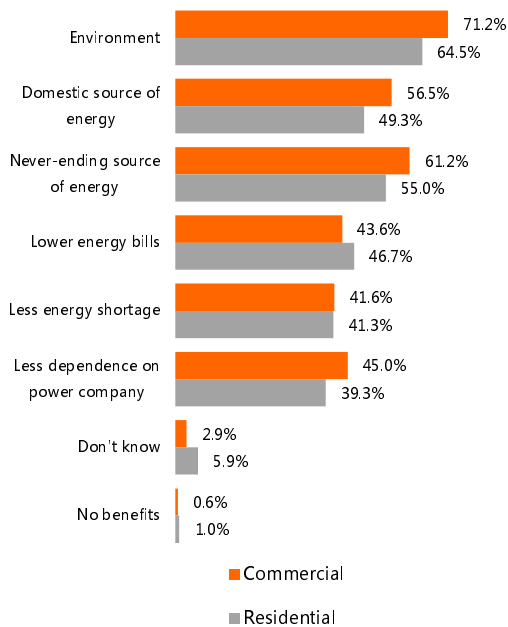
Countries like the United States and China, as well as the European Union are aggressively regulating coal power plants and phasing them out. Even though India has the fourth largest reserves of coal, domestic coal supply has never been able to keep up with demand resulting in large coal imports of about 20 percent which is a threat to national security.

The price of coal, imported coal especially, has also continued to rise, eating into precious foreign capital reserves; the coal shortage has been one of the primary causes of power shortages in the country.

Unless the clean energy industry adds their voice and aggressively communicates the disadvantages of coal, informing consumers and creating awareness, coal’s culpability in India’s power crisis will continue to fly under the radar.

Similarly, 41 percent of commercial and 32 percent of residential respondents had a neutral view of nuclear energy.

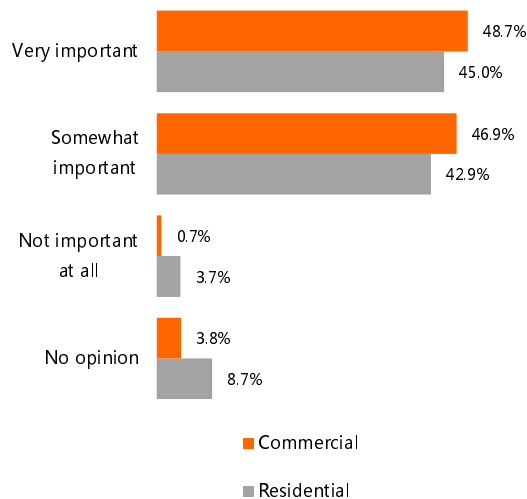
What are the benefits of solar?



Source: Mercom Capital Group, llc

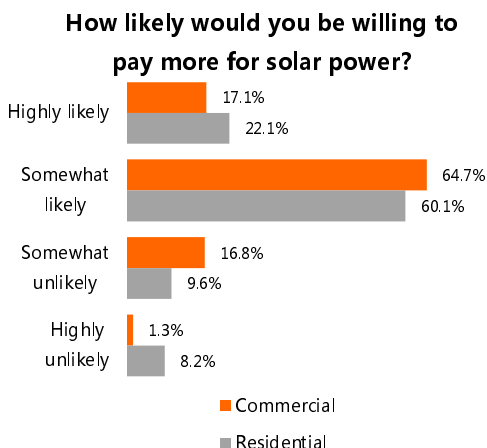
Seventy-one percent of commercial and 65 percent of residential respondents indicated the environment as the top benefit of solar energy. “Never ending renewable source of energy” was the second most cited benefit by (61 percent of commercial and 55 percent residential respondents), followed by solar being a domestic source of energy (57 percent of commercial and 49 percent residential respondents).

How important do you think it is for India to develop and use solar power?



Source: Mercom Capital Group, llc

When asked how important it is for India to develop and use solar power, 49 percent of commercial and 45 percent of residential respondents said it is very important, while 47 percent of commercial and 43 percent of residential respondents said it was somewhat important. As we mentioned earlier, India suffers from acute power shortages, exacerbated by an inconsistent coal supply. A strong industry-driven campaign to educate and inform consumers is needed to get consumers to understand that solar is key to solving power woes and to convert more public opinion from somewhat important to very important when it comes to developing solar in India.



Source: Mercom Capital Group, llc

In a surprising finding, when asked how willing would survey respondents be to pay more for solar power, 82 percent of both commercial and residential respondents said they were either somewhat likely or highly likely to pay more for solar power.

Eighteen percent of both commercial and residential respondents said they were either somewhat unlikely or highly unlikely to pay more for solar power. This is a fairly significant percentage of consumers saying they would be willing to pay more for solar, and shows that there may be a significant untapped opportunity to sell solar power to consumers that would voluntarily want to pay more for its benefits.

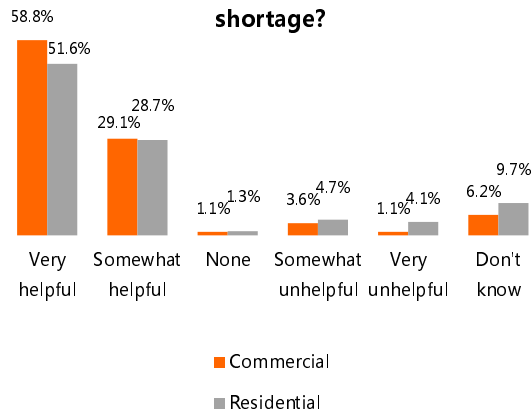
A good example of premium pricing programs for renewable energy is Austin Energy, the eighth largest publicly-owned electric utility in the United States serving more than 1 million residents. Their “GreenChoice” program is designed for commercial and residential customers who voluntarily elect to pay a little more (its latest offering was about \$0.02 per kilowatt hour above the regular rate for residential customers) to receive 100 percent renewable power.*

They are locked into a set price for up to three years and will not experience any other rate increases. Commercial consumers who participate in a 3-year program get recognized for supporting environmentally friendly energy sources which helps companies enhance their brand and image as stewards of the environment. However, businesses also often subscribe to GreenChoice for economic reasons, as a hedge against fuel price volatility.

Sales through the GreenChoice program totaled almost 750,000,000 kilowatt hours in 2012. This is just one example and a model to explore for Indian utilities that need cash badly. It is a way to market clean power and raise additional revenue for solar expenditures while providing an opportunity for businesses to improve their brand.

**While Austin Energy cannot technically deliver only renewable power to GreenChoice customers, they use GreenChoice revenue to purchase more renewable energy which is added to their overall energy portfolio.*

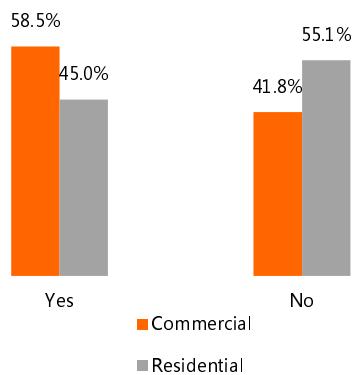
What effect will more solar power generation have on India's power shortage?



Source: Mercom Capital Group, Ilc

A slightly higher number of respondents, 59 percent of commercial and 52 percent of residential, said more solar power will have a very helpful effect on India's power shortage.

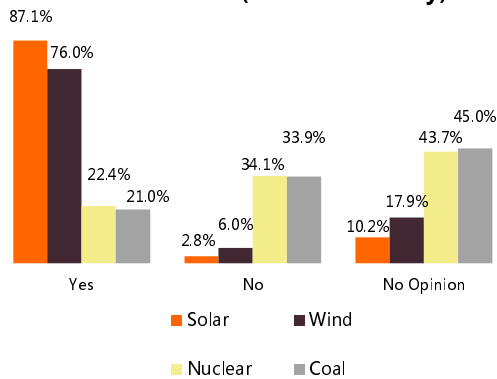
Are you aware of government subsidy programs for renewable energy?



Source: Mercom Capital Group, Ilc

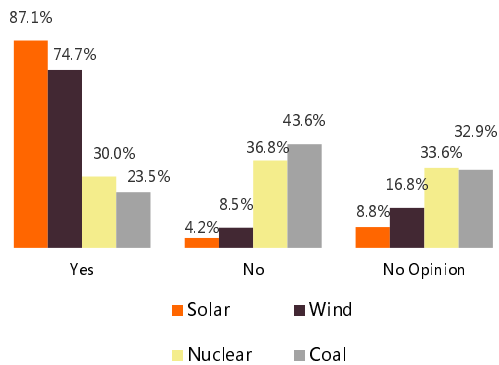
Awareness of government subsidy programs for renewable energy was at 59 percent for commercial respondents while only 45 percent of residential respondents were aware of these subsidy programs. Again, the renewable energy industry needs to do a better job of educating consumers so they can take advantage of these programs which in turn benefits renewable energy companies through sales of power and power generation systems.

Do you support government subsidies for the solar, wind, nuclear & coal? (Commercial only)



Source: Mercom Capital Group, Ilc

Do you support government subsidies for the solar, wind, nuclear & coal? (Residential only)



Source: Mercom Capital Group, Ilc

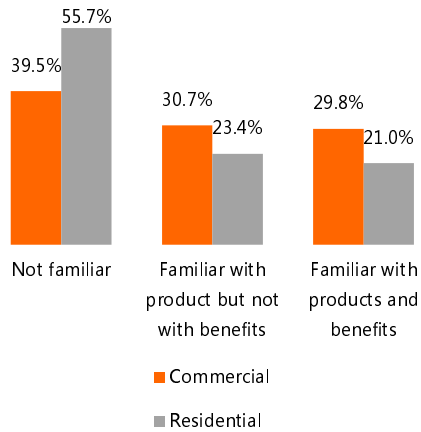
Subsidies for solar power were most popular among survey respondents with 87 percent of both commercial and residential respondents. Wind was the second most popular choice with 76 percent of commercial and 75 percent of residential respondents favoring subsidies.

Forty-five percent of commercial respondents said they had no opinion when asked if they supported government subsidies for coal while only 34 percent said no and 21 percent actually supported subsidies for coal. On the residential side, 44 percent did not support government subsidies for coal, 33 percent had no opinion and 24 percent said they would support government subsidies for coal.

With constant power shortage issues, consumers want power from any source, even coal. Consumer awareness of the harmful effects of coal needs to be explored.

When asked about government subsidies for nuclear energy, 44 percent of commercial and 34 percent of residential respondents had no opinion, while 34 percent of commercial and 37 percent of residential consumers said they did not support them.

Rate your familiarity with the Bureau of Energy Efficiency (BEE label) products and their benefits



Source: Mercom Capital Group, Ilc

Respondents Highlights

“We are facing too many problems because of power shortages. The government should do more to create awareness among people on energy saving, and take stringent action against those who waste power.”

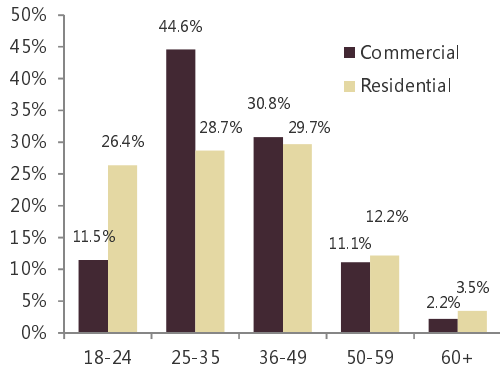
“The government should help underprivileged people and those living in rural areas install solar panels in their homes, by providing them with loan and other financial assistance.”

When asked about their familiarity with the Bureau of Energy Efficiency (BEE label) products and their benefits, a plurality (40 percent) of commercial respondents and a majority (56 percent) of residential respondents said they were not familiar. Thirty-one percent of commercial respondents said they were familiar with the products but not the benefits, or otherwise recognized the labels but did not understand what BEE label stood for.

Twenty-three percent of residential respondents were familiar with BEE label products but not the benefits. Only 30 percent of commercial respondents and 21 percent of residential respondents were familiar with BEE label products and their benefits. This is an extremely low number considering BEE is a separate government agency whose sole goal is to promote energy efficiency. Without education and awareness programs that drive home the importance of energy efficiency, it is just a random government ‘label’ on a product far as consumers are concerned.

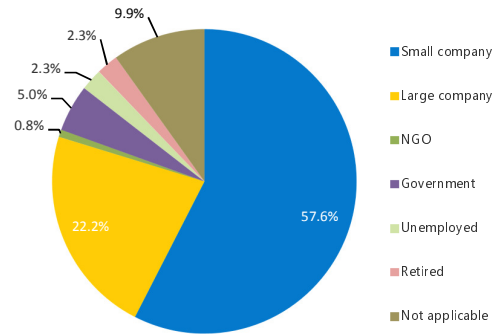
Demographics

Age



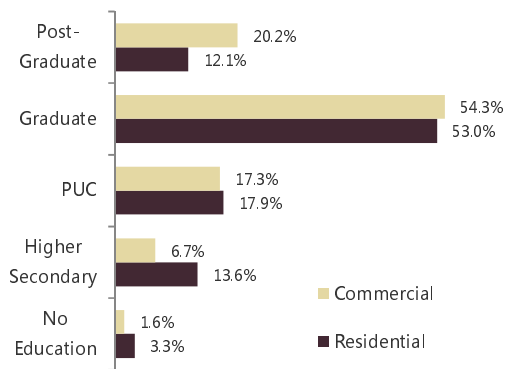
Source: Mercom Capital Group, llc

Which of the following describes your workplace? (Commercial only)



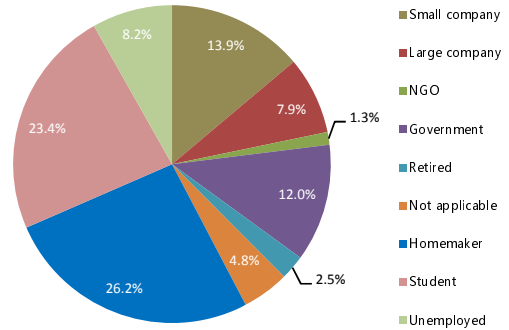
Source: Mercom Capital Group, llc

Education



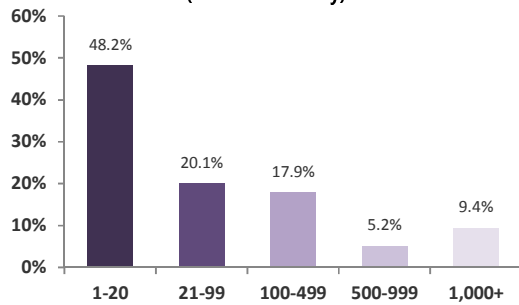
Source: Mercom Capital Group, llc

Which of the following describes your occupation/workplace? (Residential only)



Source: Mercom Capital Group, llc

How many employees are in your business? (Only applicable for private companies/NGOs) (Commercial only)



Source: Mercom Capital Group, llc

Approach and methodology

For Mercom Capital Group's 'India Consumer Perceptions on Renewable Energy Survey', about 1,700 residential and commercial power consumers were polled over a period of several months. The survey spanned a wide demographic and geographic range. It covered urban neighborhoods as well as areas located on the fringes of Bangalore, Mysore, Pune and Ahmedabad. The questionnaire was conducted in person in both residential and commercial areas. Responses were collected from people of different age groups, socioeconomic backgrounds, education, profession and income brackets.

Surveyors questioned households, commercial establishments and industrial sites in an attempt to find out people's perception of renewable energy, and if they think embracing clean energy could help improve their power situation and protect the environment.

We endeavored to obtain viewpoints across the spectrum of economic and educational levels as well as business types and sizes to gauge the level of awareness among a broader constituency and better understand people's knowledge and opinions of non-conventional sources of energy. In total, we conducted 1,675 surveys in three states and 68 localities. The survey was conducted in Kannada, Hindi, Marathi and Gujarati, in addition to English.

About 20 engineering students from BMS College of Engineering, University Visvesvaraya College of Engineering (both in Bangalore), the Institute of Management Development and Research in Pune, and Lalbhai Dalpatbhai College of Engineering in Ahmedabad conducted the interviews for Mercom.

The findings enabled Mercom to meticulously examine the energy issues of different consumer groups in Karnataka, Maharashtra and Gujarat. In addition, the research also sheds light on the performance of various government policies and schemes particularly designed to meet the nation's ever-increasing demand for electricity.

This grassroots survey, detailed with charts and graphs, helps readers to understand the educational state and awareness of residential and commercial consumers on issues such as their own power consumption, India's power situation, renewable energy awareness, and education regarding government subsidies and programs. The survey also helps to understand why citizens have not yet been able to fully utilize the significant energy potential of the sun and wind that India is blessed with almost all year round.

Partners

The **BMS College of Engineering (BMSCE)** is a reputed engineering college in Karnataka. Located at Basavanagudi, Bangalore, BMSCE is affiliated to Visvesvaraya Technological University in Belgaum. Nearly 5,000 students are currently pursuing their higher studies in the college. BMSCE was established in the year 1946.

Founded in 1917, the **University Visvesvaraya College of Engineering (UVCE)** is one of the oldest institutions providing technical education in India. Situated at Sampangi Rama Nagar, Bangalore, the college is recognized by the All India Council of Technical Education, and is affiliated with Bangalore University. UVCE, which currently has around 3,000 students, receives financial aid under the World Bank's Technical Education Quality Improvement Program.

The **Institute of Management Development and Research (IMDR)** was established in 1974 in the Shivaji Nagar area of Pune. It is said to be the oldest management institution in the city, which offers post graduate diploma courses to its students. IMDR is an autonomous institution that won the All India Council of Technical Education approval in 2011.

Established in 1948, the **Lalbhai Dalpatbhai College of Engineering (LDCE)** is located in Ahmedabad. LDCE is affiliated with Gujarat Technological University and administrated by the Directorate of Technical Education in Gujarat. The college has a sprawling campus and currently imparts technical knowledge to more than 6,000 students.

SURVEY AREAS

State: Gujarat

City: Ahmedabad

Locality: Navarangpura and Ambawadi

Navarangpura is a mixed residential, commercial area well known for its educational and research institutions.

Locality: Manik Baug

Manik Baug, also in Ambawadi, is counted among the well-developed localities of Ahmedabad. It is a combined residential and commercial area, where the population is mostly affluent and educated.

Locality: Municipal Market

Municipal Market is a trading area located on Chimanlal Girdharlal Road, or CG Road, which is often referred to as the costliest retail location in Ahmedabad.

Locality: Bapunagar

Bapunagar is a residential cum commercial area located in the eastern part of Ahmedabad. Currently, Bapunagar is famous for its diamond cutting industry, ranking second in the country. The locality has a diverse population.

Locality: Satellite Area

Another well-developed neighborhood of the city, Satellite Area is dotted with big showrooms and other commercial establishments.

Locality: Ghatlodiya

Ghatlodiya is primarily a residential locality with a few commercial sites throughout.

Locality: Sarkhej-Gandhinagar Highway

Popularly known as SG Road, Sarkhej-Gandhinagar Highway connects Ahmedabad with Gandhinagar, the capital of Gujarat. A major construction boom along its route to Gandhinagar is transforming the area into a commercial hub.

Locality: Law Garden Road

Located near Panchvati Circle in Ahmedabad, Law Garden Road is a mixed residential and commercial area. This area is home to a large outdoor market well known for selling local handicrafts and food items.

Locality: Ashram Road and Prahlad Nagar

Ashram Road is one of the most important roads in Ahmedabad. Offices of major financial institutions like the Reserve Bank of India and the Income Tax department are based here. The Sabarmati Ashram and the City Gold multiplex are also located on the road, besides a number of traditional retail clothing stores.

State: Maharashtra**City: Pune****Locality: FC Road, Bhandarkar Road and Agarkar Road**

FC Road is named after Fergusson College. It is one of the more affluent neighborhoods of the city, with a number of schools, colleges and libraries, along with government agencies, company offices, residential buildings, and retail shops.

Locality: Balaji Nagar

The neighborhood of Balaji Nagar has a mix of residential and commercial sites, along with a few schools and colleges.

Locality: Katraj, Back Market, Bharati Vidyapeeth Market and JM Road

These areas are counted among the older neighborhoods of the city. Some of these localities are not well maintained, with narrow streets and power distribution lines dangling from electric poles. Several trading companies are based in these localities. JM Road is a posh market area with several luxury fashion outlets, as well as banks and corporate offices.

Locality: Shahu Colony

Shahu Colony, which falls within Karve Nagar, is an old residential area in Pune.

Locality: Magarpatta

Magarpatta is spread across more than 400 acres of land on the outskirts of Pune. Magarpatta has a mix of residential and corporate sites, with several IT companies based in the area. The area also has a number of commercial sites. Most of the buildings here have solar water heaters installed on their rooftops.

City: Pimpri-Chinchwad

Pimpri-Chinchwad is a 'twin city' in the Pune Metropolitan Region. The city is designated a Special Economic Zone, with many businesses, small-scale industries and local manufacturing companies based there.

Locality: Pimpri Gaon and Pimple Saudagar

Nestled on the edges of Pune, Pimpri Gaon is one of the fastest-growing industrial areas of the state with several start-ups based there. While Pimple Saudagar is a developing residential hub located close to the Software Technology Parks of India complex at Hinjewadi.

Locality: Bhosari

Bhosari falls under the Pimpri Chinchwad Municipal Corporation. This area is dotted with small and large-scale industries such as electronics, heavy metal designing as well as boiler and fuel tank manufacturing businesses.

Locality: Chakan, Moshi and Hadapsar

Chakan is a town located about 34 kilometers from Pune. The survey also covered Moshi, a suburb of Pimpri-Chinchwad, and Hadapsar industrial estate, situated in the eastern part of the city. A number of small and large scale industries, such as automobile, chemical and solar manufacturing, are located in these areas.

State: Karnataka

City: Bangalore

Locality: Banashankari

Located in the southern part of the city, Banashankari is the largest neighborhood in Bangalore, in terms of area, extending from Mysore Road to Kanakapura Road. It is a residential-cum-commercial hub, with a well-educated population.

Locality: Marathahalli

Marathahalli is a well-developed township on the outskirts of Bangalore, with a number of large retail outlets, IT companies and residential blocks.

Locality: BTM Layout

The Byrasandra, Tavarekere and Madiwala (BTM) Layout is mostly a posh residential neighborhood situated in south Bangalore, while a number of hotels, restaurants and electronics shops are also located in the area.

Locality: Basavanagudi and Nagarabhavi

Basavanagudi is a mixed residential and commercial neighborhood, while Nagarbhavi is a residential area located on the western side of the city.

Locality: Vidyaranyapura

Vidyaranyapura forms part of northern Bangalore. It is located near state-owned companies like Bharat Electronics Limited and Hindustan Machine Tools.

Locality: Jalahalli and Yelahanka

Located in the northern part of Bangalore, Jalahalli is a mixed residential and commercial neighborhood. Most of the land here is owned by Bharat Electronics Limited and Hindustan Machine Tools. Yelahanka, is mostly a residential neighborhood and forms part of the Greater Bangalore Metropolitan Area.

Locality: Rajajinagar

Nestled on the western side of Bangalore, Rajajinagar has a mix of residential and commercial hubs with a number of homes, schools, colleges, shops, internet cafés, hotels and companies located in the area.

Locality: RT Nagar, Sultan Palya

Rabindranath Tagore Nagar, popularly known as RT Nagar, is situated in the northern part of Bangalore. The Sultan Palya, which is located in the neighborhood of RT Nagar, has a number of commercial hubs.

Locality: Nagawara and Malleswaram

Nagawara, located in the northern part of Bangalore, is mostly a residential neighborhood. Malleswaram falls within the northwestern part of Bangalore. People from different socioeconomic backgrounds and income groups reside here. Several educational institutions are located in this neighborhood, including the Indian Institute of Science.

Locality: Kumaraswamy Layout

This is a heavily populated area with many business establishments including hotels, grocery stores, retail shops and a few commercial offices.

Locality: Begur and Hongasandra

Begur is a village located off Bangalore-Hosur highway, while Hongasandra is part of Bangalore Urban District. These areas are mostly underdeveloped and both are dotted with small hotels, general stores, bakeries and garment shops.

Locality: KR Puram

KR Puram (also known as Krishnarajapuram) is a suburb of Bangalore. It is the headquarters of the Bangalore-East taluk, with a number of government offices located in the area. However, the area is not well developed.

Locality: Kadarenhalli and Vijayanagar

Kadarenhalli is located in South Bangalore. The commercial blocks in this locality include mobile showrooms, photocopy shops, cyber cafes and garment shops. The area also has several educational institutions. The survey also covered Vijayanagar in West Bangalore. It is located near RV Engineering College, Bangalore University and is also home to a large public library.

Locality: Chickpet

Chickpet is mostly a commercial neighborhood and a well-known shopping hub in Bangalore. The area is heavily populated with a primarily well educated community.

Locality: Hebbal

Located in North Bangalore, Hebbal has a serpentine maze of flyovers that network the Outer Ring Road and Bellary Road. Several companies are located in this part of the city.

Locality: BEL circle

This area is located in the northern part of the city, and is a lightly populated area. It is a mixed commercial and residential neighborhood.

Locality: Mathikere in Yeshwantpur

Mathikere is a well-developed, commercially dominant area. The MS Ramaiah Institute of Technology and the Jayaprakash Narayan Biodiversity Park are located near Mathikere.

Locality: Chimney Hills

This is a mixed residential and industrial area located nearly 18 kilometers outside of Bangalore, near the Air Force Station. Power transmission in this area is handled by Military Engineer Services.

City: Kolar

Locality: Clock Tower

Popularly known as the 'land of silk, milk, and gold', Kolar is about 70 kilometers from Bangalore. The Clock Tower area in the city experiences more frequent power outages than most cities.

Locality: Jayanagar, Gowripet and Karangikatte

These are well-developed commercial and residential areas of Kolar where most of the population is educated.

Locality: Tekal

This part of Kolar has a number of schools and colleges, resulting in a more knowledgeable, sophisticated business environment. Although shops here currently rely on generators during power failures, people are hopeful about the future prospects of renewable energy in this part of the state.

Locality: Bangarapet and Sante Gate

Bangarapet is a town in Kolar District . This is the connecting point between the Gold Fields and Bangalore. Bordered by Andhra Pradesh and Tamil Nadu, this town is well-known for rice trading. The survey also covered another area called Sante Gate. These are mixed commercial and residential neighborhoods.

Locality: Kolar Gold Fields

Kolar Gold Fields, or KGF, is a mining town located about 100 kilometers from Bangalore. The population of KGF includes Kannada, Tamil, Telugu, Oriya, Hindi, Marwari, Urdu and Anglo Indian. Tamil is the most widely-spoken language, followed by Kannada and Telugu. The survey covered the commercial areas of Oorgaum and Robertsonpet areas, in particular.

City: Mysore

Locality: Kalidasa Road and Hunsur Main Road

Located southwest of Bangalore, Mysore is the third-largest city in Karnataka and popularly known as the 'Cultural Capital of Karnataka'. A growth in the information technology sector in the city has changed its demographic profile, with more

software professionals migrating to the city over the past few years. We surveyed residential and commercial areas near Kalidasa Road and Hunsur Main Road.

Locality: Vijayashree Pura

Vijayashree Pura is a growing locality with a lot of new development in different parts of the area. It is a mixed residential and commercial area.

City: Bellary

Localities: Flower Street, Parvathinagar, KC Road, and Hospet

Bellary is known for its iron ore mining industry. There are a number of large industrial units in these localities including heavy fabricators, rice mills as well as cotton ginning and pressing factories. The majority of the population speaks both Kannada and Telugu, while some speak in Dakhni and Hindi. The survey covered localities like Flower Street, which is dotted with commercial establishments, Parvathinagar, where a number of schools and colleges are located, and KC Road, which is a popular shopping hub. Hospet is a well-developed commercial area and popular tourist destination.

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