

SNAPDEAL.COM TIES UP WITH TATA POWER SOLAR TO OFFER SOLAR POWERED PRODUCTS

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The logo for Snapdeal.com, with 'snapdeal' in blue and red lowercase letters, and '.com' in black lowercase letters to the right.

ETRetail Bureau: Snapdeal.com, India's online marketplace has announced a strategic tie-up with solar company, Tata Power Solar, strengthening its presence in the renewable energy segment. This partnership has been designed keeping in mind the tremendous scope of harnessing solar energy in the country.

In a report released last year by The World Bank, it has been stated that there are more than 400 million people in India without access to energy. This energy deficit is also stated as a key growth barrier in the country by industry leaders as well.

On the snapdeal platform, Tata Power Solar will provide innovative solar lighting systems (Tata Solar Diva and Venus series with CFL & LED lamps), solar power back-up systems (Tata Solar Dynamo), solar retrofit solutions (Tata Solar SunJeevini) and solar water heaters (Tata Solar Duro). The products will be available for cash on delivery along with attractive EMI options, making solar products more accessible.

Accessibility to renewable energy generated through solar power has the potential to address the country's power shortage and in turn drive economic growth as well as provide a clean energy solution - Snapdeal.com is committed to educating and providing options to its large base of consumers through categories such as solar power products.

Tony Navin, Vice President- Business Development, Snapdeal.com, said, "This partnership strengthens our appliances category and Tata Power Solar can reach out to our 25 million consumers. At Snapdeal.com, we are constantly looking at introducing new product categories that will be of interest to existing customers and also appeal to new audiences. Solar power products hold great potential and renewable energy is one of the upcoming sectors in the country."

Speaking about the tie-up, Gagan Pal, Vice-President Products, Tata Power Solar said, "Solar products are the need of the hour, given the increasing power shortage India is facing. We look forward to reaching out to the wide consumer base at Snapdeal.com with our range of innovative solar power products. Considering the consistent pace at which the e-commerce industry is gaining popularity, we believe this is a step in the direction to make our products accessible and affordable through the EMI options."