



Technology cum joint venture agreement being signed

## Technology Tie-up



High-tech, 550kV, SF6 gas insulated, instrument transformer technology tie-up facilitated by Ace.



## Co-Branding



## Ace – Who we are

We are a *professional services company*, providing strategic services for the Indian and overseas businesses.

Established in 1997, we have been serving businesses for over 15 years.

In India our services are focused on SMEs, even though we have some large companies as our clients, too!

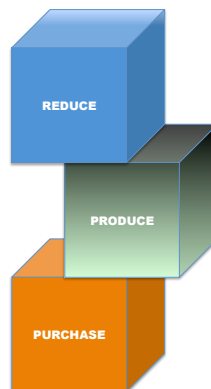
Technology transfer, foreign collaborations, Mergers & Acquisitions and corporate finance are our strategic services, we have provided to select clients.

We are pioneers and market leaders in many of the areas we operate.

**Presently we are focused on Total Energy Management and Energy Savings solutions, revolving around our unique and innovative R2P Principle.**

Our Total Energy Solutions are provided in the geographical areas of Gurgaon, Dharuhera, Manesar and Bawal in Haryana and Delhi, Noida, Ghaziabad and Meerut in western U.P.

## Total Energy Management based on R2P Principle



We help our clients in saving significant amounts from energy costs, in all the three areas, through our strategic alliance and deep linkages.

## Marketing Tie-up



Retail tie-up for cosmetic products with and launch of the product in Ambience Mall, Gurgaon.

## Joint Venture



Inbound joint venture between an Italian hotel chain and Indian hotel and real estate group, facilitated by Ace.

## M&A



Term Sheet being exchanged on the successful conclusion of an M&A transaction

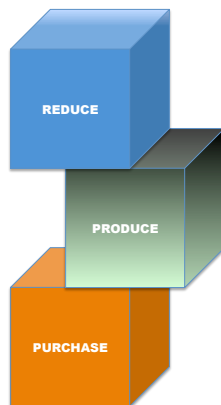
## Our *unique* and *innovative* R2P Principle

Energy is *precious* and *expensive*

*Precious* because the conventional, fossil fuel resource are rapidly dwindling. Becoming *expensive* on account of increase in input costs like manpower, freight, royalty, etc. As a result energy prices are poised to increase by an average 7-10% annually.

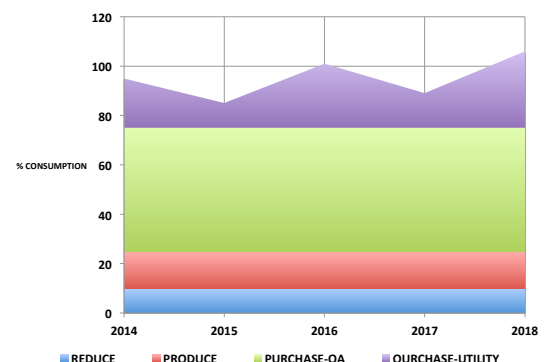
Our unique and innovative solution revolving around R2P Principle

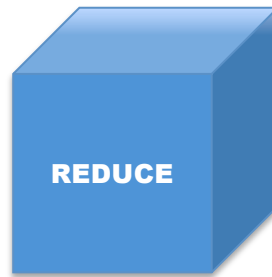
### Total Energy Cost Management



- **Reduce:** through energy efficiency – 10 to 15% potential savings;
- **Produce:** through onsite, renewable sources like rooftop solar – scope for another 10 to 15% savings;
- **Purchase:** from cheaper, alternate sources like energy exchange, through Open Access, where available – presently available in Haryana, Rajasthan and Punjab and not available in Delhi and Uttar Pradesh – scope for savings of Rs.1-3 per unit for upto 50 to 60% of average annual consumption;

### Ideal Energy Consumption Management





## REDUCE – through Energy Efficiency



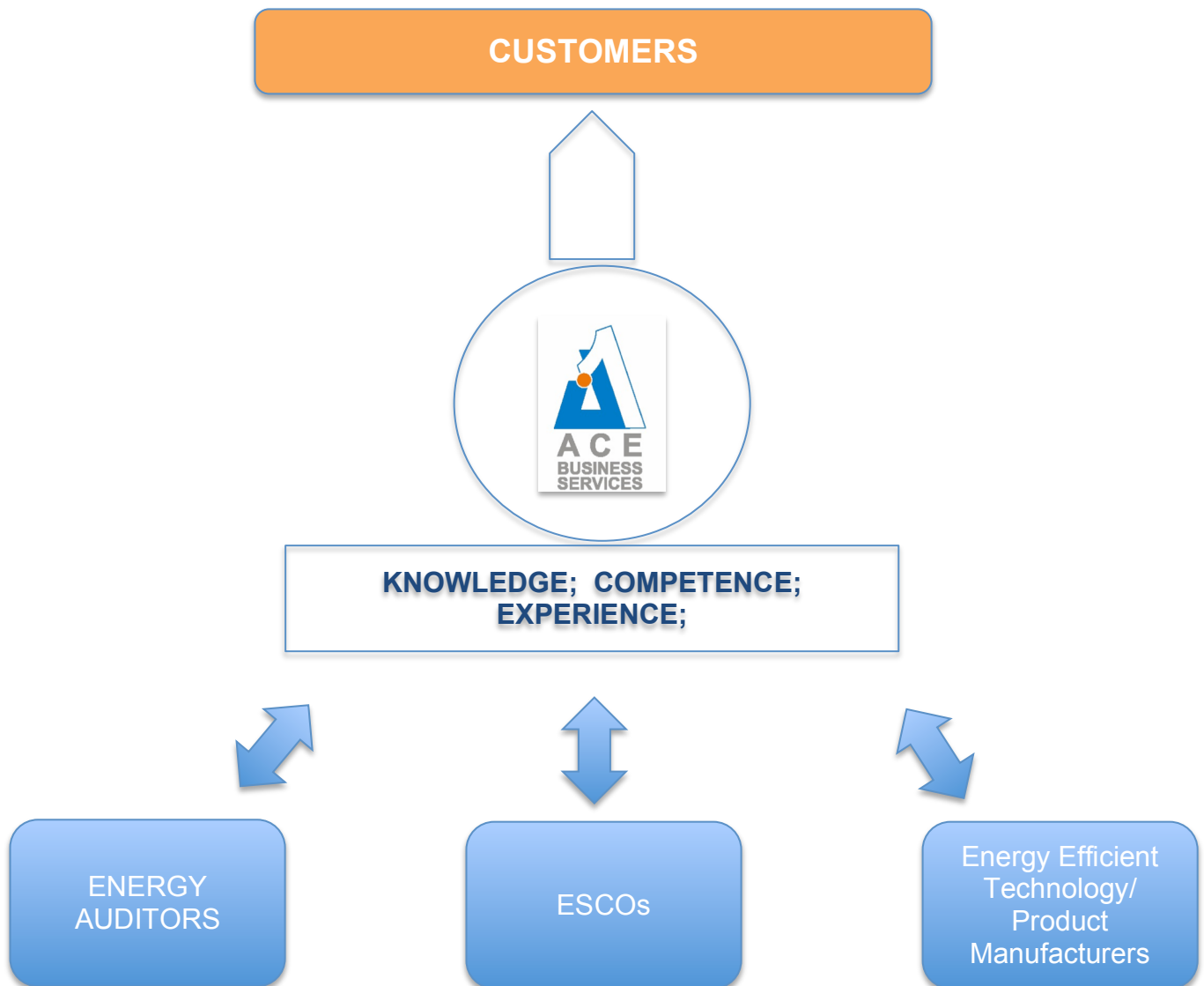
Because:

- 1 unit saved is 2 units purchased;
  - A significant, 10-15% savings potential is there;

Steps:



Ace provides end-to-end, single window solutions in all aspects of Energy Efficiency



## How Ace can help you help you save from Energy Efficiency?

### 1. Monitoring

Monitoring is the first step in the process of Energy Efficiency. Monitoring the energy consumption patterns gives amazing insights into an organization's energy consumption and identify opportunities for savings.

Ace has excellent, monitoring solutions based on data analysis.

### 2. Energy Audit

Ace can undertake and carry out comprehensive Energy Audits, which will come out with following results:

- Total Energy Saving Potential;
- Areas of leakages and solutions for stopping the leakages;
- ROI and Payback period on initial investment of the various energy efficiency projects;
- Final, prioritized list of projects that yield the maximum benefits with the lowest investment;

### 3. Feasibility Study & Pay-Back of Initial Investment/ one-time costs

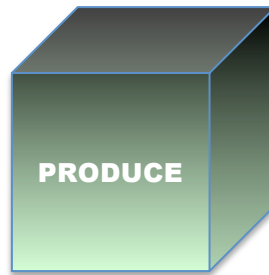
We will dive deep into your electricity consumption and diesel generation data, identify the hourly pattern of consumption (this is vital for the feasibility of the whole proposal).

We will actually get the length of the independent feeder, get the estimated cost of one-time infrastructure cost.

### 4. Implementation and Proving Energy Cost Savings

Ace takes ownership, responsibility and ownership for the projects, implement them and prove the energy efficiency benefits to the organization.

**Call us, immediately!**



## PRODUCE – by *Rooftop Solar*

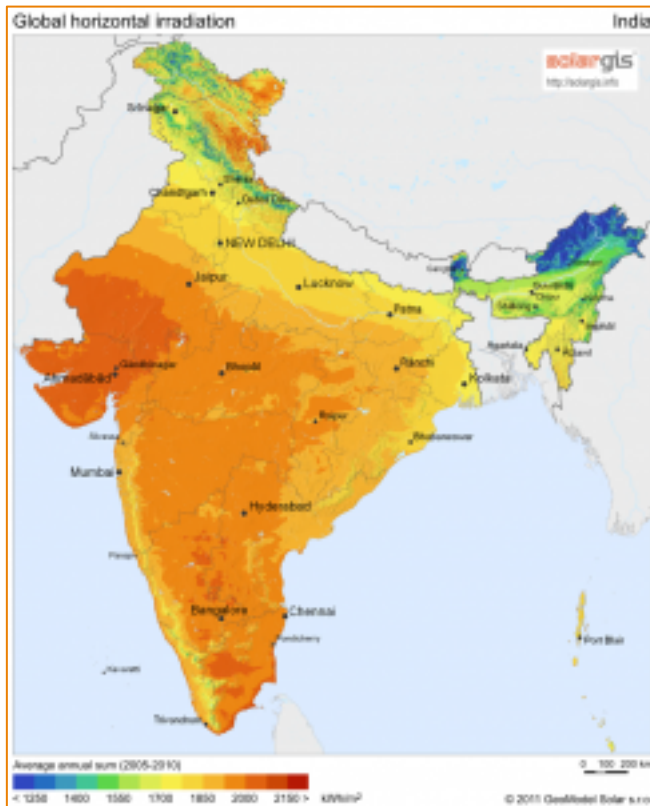
- Industries, commercial establishments like malls, hotels and office complexes pay a steep electricity charges and still suffer from power outages/ load shedding;
- Cost of power from generators is prohibitively expensive as the all inclusive cost is currently estimated at Rs.15/ unit, and this is bound to increase with regular increase in diesel prices;
- **The cost of utility power also has been regularly revised upwards by 7-10% every year; Presently it is Rs.6.69/- to Rs.7.69/- per unit for Commercial and Industrial consumers in Haryana;**
- This proposal is about finding a practical solution to the chronic power outages and load shedding through **rooftop solar**.
- Cost of generating solar power, on the other hand, is under Rs.3/- per unit. Actually the running costs are zero, the cost of producing solar power is arrived at by dividing the one time investment by the total units generated in the lifetime.



### Key Benefits

- Significant Savings on electricity and generator power costs;
- Relief from annual increase in electricity tariffs;
- Reduced running of diesel generator;
- Accelerated depreciation benefit of 80% of cost in the first year and 80% of remaining 20% in the second year, and so on and consequential income tax benefit;
- Environmentally beneficial, green energy;
- Start Small. Rooftop Solar is *scalable*.

## India is bestowed with ample solar radiation



Let us profit from it!

## How Ace can help you help you save from Energy Efficiency?

### 1. Awareness and advice

As a first step, Ace can advise and guide you with overall benefits of producing own power, initial investment required, lifespan of the equipment, energy produced by rooftop solar, etc.

### 2. Site visit and site evaluation

The objective is to assess the condition of the site/ roof space to make a basic assessment of the potential solar capacity that can be installed and the solar energy that can be generated.

### 3. Feasibility Study & Pay-Back of Initial Investment/ one-time costs

We will dive deep into your electricity consumption and diesel generation data, identify the hourly pattern of consumption (this is vital for the feasibility of the whole proposal).

Based on these inputs we will calculate the actual energy cost savings for the next 25 years, considering the increase in utility tariff, deration of the equipment, accelerated

depreciation benefits under the income tax act, etc., that and calculate the pay-back-period of the initial investment.

#### 4. Forma Quotation/ Offer

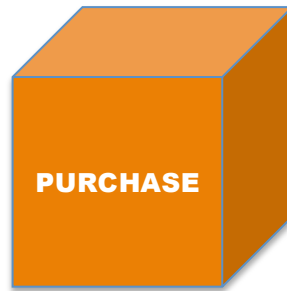
We work with the India's best manufacturers of rooftop solar manufacturers/ solution providers. After detailed technical discussions with manufacturers/ solution providers, we will provide the formal quotations for the project.

#### 5. Installation, commissioning

On finalization of order, we start the installation and commissioning of the project in a time bound manner.

**Call us, immediately!**





## PURCHASE – through *Open Access*

### Key Benefits

- Savings up to Rs.60 lacs, for every MW of connected load, for units working for 24 hours, with uniform load;
- Total Relief from Load Shedding;
- No need to run the generator.

### Legal/ Regulatory Sanction

- Electricity Act, 2003 introduced provision for direct purchase of power by consumers from the open market;
- Central Electricity Regulatory Commission (CERC) has directed utilities to allow purchase power directly from the open market for consumers having a contracted demand exceeding 1MVA and above;
- Various state electricity regulatory commissions have issued guidelines with slight modifications, with varying consequences for consumers;
- In North India, Open Access is presently available in the states of Haryana, Punjab and Rajasthan. Presently it is not available in Delhi and Uttar Pradesh.

### What are the Sources of power?

- Exchanges:
  - For short term (up to 3 months) and
  - For small consumers (load less than 5 MW)
- Power Traders/ Independent Power Producers (IPPs) –
  - For both long term (3 to 12 years) and medium term (3 months to 3 years), and for large consumers

## Ace's "strategic alliances" in the area of private power



**IEX is India's largest energy exchange with an average traded volume of 80,000 MW daily.**  
In recognition of tireless efforts put in by Ace in creating awareness and promoting the business among consumers, IEX has appointed Ace as an advisor and consultant for business development.



**MNC is a Class "A" Electrical Contractor, having successfully completed over 50 Open Access (OA) and 70 Independent Feeder jobs.**  
Ace works closely with MNC to enable customers to avail OA Benefits.



**NCR Chamber is a premier chamber catering to Delhi NCR Region.**  
Ace is a life member of NCCI. Chamber has asked Ace to take the initiative of helping industry to benefit from Open Access and supports Ace in all respects.



**Manikaran Power Ltd., is a member of IEX and a power trader. First Open Access consumer from Haryana is started by Manikaran, and has a long list of satisfied customers.**  
Ace has a Strategic Alliance Agreement with Manikaran, whereby Manikaran will enable customers trade on the IEX.

## How Ace can help you make significant savings in power costs?

1. Inform and Advice you about the latest regulatory and administrative changes, relating to power purchase in the open market:

Ace being a professional consulting company, our expertise primarily lies in updating ourselves and our customers with the frequently changing regulatory and administrative policies, circulars, notifications, etc., representing our customers before regulatory authorities in hearings, etc.

2. Feasibility Study & Pay-Back of Initial Investment/ one-time costs

We will dive deep into your electricity consumption and diesel generation data, identify the hourly pattern of consumption (this is vital for the feasibility of the whole proposal).

We will actually get the length of the independent feeder, get the estimated cost of one-time infrastructure cost.

Based on these inputs we will calculate the actual monthly cost savings that can be expected, and calculate the pay-back-period.

3. Setting-up Independent Feeder and Installing ABT Meter through the contractor

We will introduce you to MNC, who have the experience of successfully commissioning about 70 independent feeders and 50 open access projects. We will have site surveyed by MNC, quotation prepared, negotiated and finalized. You will be assured of quality, reliable and trouble free service.

4. Set-up a trading account to trade on the energy exchange IEX through IEX member, Manikaran Power Ltd.

We will introduce you to Manikaran, an established *power trader* and *member* of IEX. Manikaran brought the first open access customer on to the IEX and have a long list of satisfied customers. Ace will facilitate the whole process so that you will have a smooth start to power trading operation.

5. Running the show, including AMC of independent feeder

In a few cases, on a selective basis, where the customer requires and where the feeder and related infrastructure is installed by Ace-MNC combine, we can take AMC and run the trading operation for our customers.



## Contact us

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