



India Energy Storage Alliance (IESA)

The India Energy Storage Alliance (IESA) was launched in 2012 by Customized Energy Solutions to promote Energy Storage and Micro grid technologies and their applications in India. IESA does this by creating awareness among various stakeholders to make the Indian industry and power sector more competitive and efficient, and by promoting information exchange with the end users to assist with more informed decision making. IESA also provides insights to technology developers and system integrators on the policy landscape and business opportunities in India through frequent interaction with key stakeholders. With response received from the storage industry across the globe, the IESA is quickly gaining a strong foothold across various stakeholders and technology providers.

IESA Activities

During last 1 year, we have focused on building a strong foundation for understanding the need for energy storage and micro-grids in India. We have also focused on building relationships across the stakeholders through sharing of information of latest trends in technologies and applications as well as business models through direct one on one interaction with various policy makers as well as presentations at numerous national and international events. We are helping create awareness as well as shape policies both at national and state level through participation in various working groups and taskforces. These include National Taskforce for Renewable Integration set up by Central Electricity Authority, India Smart Grid Forum set up by Ministry of Power, Working Group on energy storage for Maharashtra Electricity Regulatory Commission etc.

During this time, IESA has also compiled the most comprehensive assessment of market potential for energy storage and microgrid technologies in India for 2013-2020. This assessment takes into consideration the current opportunities as well as detailed overview of various growth scenarios and key government initiatives such as National Solar Mission and national Electric Mobility Mission. Our initial estimates suggest a 15-20 GW market potential for energy storage technologies for applications ranging from 5-10 kW for distributed telecom towers or residential backup systems to MW scale systems for C&I applications or even larger systems for renewable integration and ancillary services.

In Dec 2013, IESA organized India's 1st international conference on energy storage and microgrids, which was attended by over 300 delegates from 12 countries. This year, we are anticipating over 500 delegates from 15+ countries.





IESA Members

During past year IESA has received tremendous response from various stakeholders and has a growing list of members that have joined IESA-Knowledge partner Network. The IESA membership is diverse and includes energy storage manufacturers, academic / research institutions, technology and materials developers, start-ups, renewable companies, engineering firms, systems integrators, as well as large end-users.



Strategic Partners

IESA is proud to have key strategic alliances for bringing together the leaders of global trade organizations. IESA has increased awareness about the opportunities for integration of these technologies and the potential impact, across the globe by series of presentations at top international events including events organized by our strategic partners such as Electricity Storage Association, China National Energy Storage Alliance, US India Business Council, German Energy Storage Alliance (BVES), NAATBATT, NY Best, California Energy Storage Alliance and India Smart Grid Forum. IESA is also a founding member of Global Energy Storage Alliance, and is planning on taking international delegations to Germany, USA and China for exploring collaboration opportunities for IESA members during 2014.



Contacts

Dr. Rahul Walawalkar CEM, CDSM

Executive Director, India Energy Storage Alliance and
VP, Emerging Technologies & Markets, Customized Energy Solutions
Phone: 1-215-875-9440 Cell: 1-516-639-5391 / +91-95-0303-1765

Email: rahul@ces-ltd.com, contact@indiaesa.info





IESA Membership Options

There are 3 options for becoming part of IESA community.

IESA KPN – Membership

Aim of IESA KPN network is to help members understand the various energy storage technologies and applications. IESA team will work with various members to develop case studies to help KPN members make an informed decision on which technology, or combination of technologies to adopt for the most efficient and effective solution to their need. The key privileges and **benefits** include:

1. Collaboration opportunity for exploring joint research / demonstration projects with IESA members.
2. Access to member only website and relevant case studies and technical papers selected for members.
3. Participation in up to nine webinars per annum on highlighting various emerging and current proven energy storage technologies and subsequent discussions to analyse the best fit for their requirement.
4. Quarterly white paper on global best practices / case studies of various EES technologies & its implementation.
5. **As an Exclusive feature**, IESA regularly updates **opportunity (RFP/Tender) for battery/ energy storage** related to India to its members through Information bulletin and members only section.
6. Invited participation during the technology study tour and the annual IESA conference (ESI) to have direct meetings with various leading technology providers from around the globe.
7. 5-20% Discount on participation, exhibiting and sponsorship opportunities during the IESA and partner events.
8. 10% Discount on IESA published reports focusing on energy storage opportunities in various sectors.

Benefits of joining the IESA Knowledge Partner Network (IESA KPN)		
You pay		
Annual fee	\$2,000	
You get		
Participation in the webinar for IESA KPN members	\$900	\$ 100 for each seminar, 9 seminars per annum
Quarterly white papers / Case Studies submitted to IESA KPN Members	\$1,000	\$ 250 for each white paper / Case Study
10% Discount on Participation in Technical tour being conducted by IESA	\$1,000	Participation in appropriate round table discussions for exploring project / partnership opportunities
50% discount on two delegate passes for IESA annual conference	\$1,200	2 X \$ 600
5% discount on Exhibiting at IESA annual conference	\$250	The price for exhibiting is \$ 5000. This is an indicative price as per industry standards
10-20% discount while participating in any strategic partner events	\$250+	Depends on the nature and number of events participated (limited to 3 per year)
10 % discount on IESA published special reports	\$300+	Depends on the number of reports of interest to KPN member
Total direct Benefits	\$5,000+	IESA KPN Members save over \$3000



IESA Associate – Membership

Aim of IESA Associate Members network is to create the platform for energy storage application for Indian energy sector. IESA team along with associate members will influence the regulatory bodies to create suitable framework to promote energy storage technology and its usages. Associate membership will create a platform for Indian and foreign companies to exchange and collaborate technology development, trade negotiations and investments. The key privileges and **benefits** include:

1. It includes the benefits of IESA KPN Memberships.
 - ✓ Access to member only website and relevant case studies and technical papers selected for members.
 - ✓ Participation in up to nine webinars per annum
 - ✓ Quarterly white paper on global best practices / case studies
 - ✓ Invited participation during the technology study tour, the annual IESA and other IESA events.
2. You can receive a **customized Energy Storage - India market overview report** for specific to the Associate members, where we will take in to account the specific details of the technology and provide relevant information across various applications that is relevant for the member.
3. 1 complimentary delegate passes for the Energy Storage India conference.
4. 10% discount on exhibition (worth \$300 – \$500) and sponsorship (\$500 - \$1000) at ESI conference.
5. 5-20% Discount on participation, exhibiting opportunities during the IESA partner and featured events.
6. 25% discount on any additional IESA reports released during the year.

Benefits of IESA Associate Membership		
You pay		
Annual fee	\$15,000	
You get		
IESA KPN membership benefits	\$5000	
IESA Customized India Market Overview Report	\$10,000	Specific report to Associate member considering their technology and other relevant information
Consulting Support (Limited to 5 hrs.)	\$2,000	Consulting support on India market entry strategy
10-20% Discount on Participation in Technical tour being conducted by IESA	\$1,000	Participation in appropriate round table discussions for exploring project / partnership opportunities
1 complimentary delegate pass for the Energy Storage India conference	\$1,500	1 X \$ 1500
10% discount on Exhibiting and sponsorship opportunity at ESI Conference	\$1000+	The price for exhibiting is \$ 5000. This is an indicative price as per industry standards
5-20% discount while participating in any strategic partner events	\$1000+	Depends on the nature and number of events participated (unlimited)
25 % discount on IESA published reports	\$6000+	Depends on the number of reports of interest
Total direct Benefits	\$25,000+	IESA Associate Members save over \$10,000



IESA Executive – Membership

Aim of IESA Executive Members network is to strengthen and create business for energy storage applications in India. Executive members are part of the steering committee and drive the policy focus and priorities for IESA. They can be a part of advisory committee for IESA annual conference considering their interest. Executive members will take lead role to create a platform for Indian and foreign companies to exchange and collaborate technology development, trade negotiations and investments. The key privileges and **benefits** include:

1. It includes the benefits of IESA Associate Memberships.
 - ✓ Access to member only website and relevant case studies and technical papers selected for members.
 - ✓ Participation in up to nine webinars per annum
 - ✓ Quarterly white paper on global best practices / case studies
 - ✓ Invited participation during the technology study tour, the annual IESA and other IESA events.
 - ✓ You can receive a **customized Energy Storage - India market overview report** for specific to the Executive members, where we will take in to account the specific details of the technology and provide relevant information across various applications that is relevant for the member.
2. 2 complimentary delegate passes for the Energy Storage India conference.
3. 15% discount on exhibition (worth \$450 – \$750) and sponsorship (\$750 - \$1500) at ESI conference.
4. 10-20% Discount on participation, exhibiting opportunities during the IESA partner and featured events.
5. 50% discount on any additional IESA reports released during the year.

Benefits of IESA Executive Membership		
You pay		
Annual fee	\$36,000	
You get		
IESA Associate membership benefits	\$25000	
Consulting Support (around 20 Hrs.)	\$5,000	20 Hrs. of business consulting to address company specific consulting requirements
Be part of the IESA leadership Circle to set up policy direction for IESA	\$10,000	Opportunity to shape the policies and outreach program of IESA
2 complimentary delegate pass for the Energy Storage India conference	\$3,000	2 X \$ 1500
15% discount on Exhibiting and sponsorship opportunity at ESI Conference	\$1500+	The price for exhibiting is \$ 5000. This is an indicative price as per industry standards
10-20% discount while participating in any strategic partner events	\$1500+	Depends on the nature and number of events participated (unlimited)
50 % discount on IESA published reports	\$10,000+	Depends on the number of reports of interest
Total direct Benefits	\$56,000+	IESA Executive Members save over \$20,000