



Haryana
Green Energy
Roadshow



— Supported By —
Government of Haryana
Energy & Transport
Department

10 Cities 20 Brands 01 Vision A Greener Haryana

A 3-month, 10-city journey across Haryana — bringing solar, wind, EV, biofuels, & clean-tech directly to the people, institutions, & businesses ready to adopt them.



04 OCT
2026



13 DEC
2026

लक्ष्य बहुत सरल है: जो भी चीज बिजली से चलती है,
वह सूरज से भी चल सकती है!



Haryana
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ABOUT US :

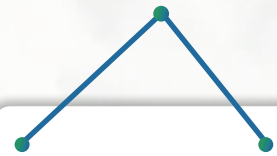
India's 1st Statewide Green Energy Roadshow



HGER 2026 is a collaborative initiative between industry and government, co-hosted with **Haryana's Energy & Transport department** to accelerate clean-energy awareness, adoption, & sustainable growth across the state.



A focused platform designed for real market engagement – connecting 20 renewable energy businesses directly with Haryana's high-growth buyers through ground-level activations in 10 cities over 10 consecutive Weeks.



10
Cities

10
Weeks

1,200
Kilometers

20
Exhibitors

50,000+
Visitors



WHY THIS ROADSHOW MATTERS

The Industry Goes To Delhi. The Buyer Lives In Haryana.



India's Energy Transition Cannot Stay Limited to Metro Cities.

Haryana's Tier-2 & Tier-3 cities are rapidly growing as urban, industrial, agricultural, logistics & infrastructure hubs. Yet most renewable energy exhibitions, conferences, and business platforms remain concentrated in metro cities – limiting access for local industries, farmers, EPC contractors, institutions, and household buyers.

The **Haryana Green Energy Roadshow 2026** is designed to bridge this gap.

90%

of haryana buyers have
never visited an expo

Zero

Multi-City Green Energy
Roadshows In Haryana - Ever

**HGER doesn't ask buyers to travel.
It brings the industry to their doorstep.**



WHY HARYANA

The State, Industry Keeps Overlooking.

One of India's Fastest-Growing Energy & Industrial Markets
Haryana is rapidly emerging as a major hub for manufacturing, logistics, infrastructure, urban development, and renewable energy adoption.

With rising electricity demand, strong industrial expansion, and increasing sustainability goals, the state offers massive opportunities for clean energy businesses and investments.

The state has
the rooftops,
the farmland,
the factories,
the EVs on Road &
the govt. mandate

- what's missing is the **Connection**





THE NUMBERS

Haryana Quantified.

6,000_{MW}

Solar Target By 2030
22x Of Current Capacity.

ZERO

New Fossil-Fuel Commercial
Vehicle Registrations

1 Lakh+

Pending Agriculture Power
Connections.

100%

Electrification of All Vehicles
in DELHI-NCR By 2030

12-15%

Current Renewable Energy Share
Target is 50% by 2030.

2.2 Lakh+

Rooftop Solar Target By 2027
Only 42,000 Achieved Till Now.

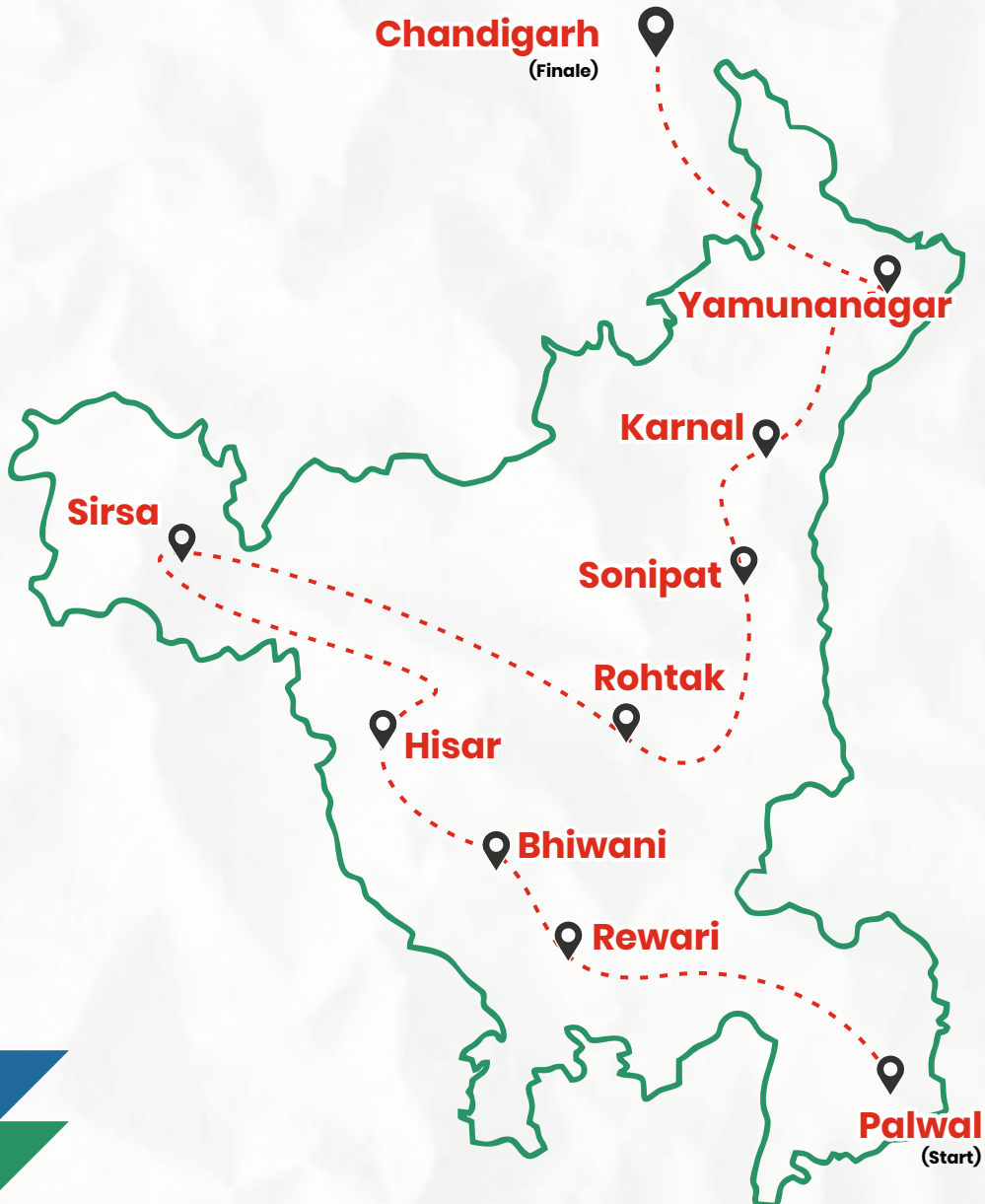
06-07%

Annual Electricity
Demand Increase



HGER ROUTE (OCT - DEC 2026)

Palwal To Chandigarh 1,200 Km. 10 Cities





SOUTH HARYANA CIRCUIT

05 Cities Across South Haryana Territory —

Haryana's Least-penetrated Region For Rooftop Solar. Massive Greenfield Potential.

04
OCT

Palwal (Faridabad, Nuh)

KMP Logistics Hub. Strong SME base. The symbolic & logistical start for the state-wide journey.

11
OCT

Rewari (Gurugram)

Auto-component SME cluster. Suzuki, Hero suppliers. DMIC corridor. 500+ SMEs with monthly bills of ₹5–50lakh.

18
OCT

Bhiwani (Mahendragarh, Charkhi Dadri)

Cotton, steel, ceramics & agri-processing industries. 300+ SMEs with rising industrial power demand

25
OCT

Hisar (Jind)

CCS Haryana Agricultural University. Agri-research meets industrial SME base. DHBVN headquarters region

01
NOV

Sirsa (Fatehabad)

Cotton belt. Large landholding farmers. Massive PM-KUSUM solar pump potential. Diesel replacement opportunity



NORTH HARYANA CIRCUIT

05 Cities Across North Haryana Territory —

Premium Buyers, University Campuses, Smartcity Markets, And The Closing Summit.

15
NOV

Rohtak (Jhajjar)

Garment hub, Education institutes, PGIMS Hospital. Multiple buyer profiles in one city — schools, hospitals, & factories.

22
NOV

Sonipat (Panipat)

Kundli industrial estate, Murthal hospitality cluster. Highest education +SME density.

29
NOV

Karnal (Kaithal)

Smart City Mission. Premium basmati rice exporters. NDRI dairy research. High-income buyers ready for premium solar + EV

06
DEC

Yamunanagar (Kuruksheetra)

India's plywood capital + sugar mills + paper mills. 1,000+ SMEs paying ₹5–50L monthly bills. Biggest single deal-size city.

13
DEC

Chandigarh (Ambala)

The grand finale — 01 day activation + closing Summit + Awards Night
Premium buyers, national press, HGER 2027 announcement



POLICIES ACCELERATING HARYANA'S GREEN FUTURE

Your Buyers Come Pre-funded.



Every visitor at HGER is backed by at least one active government subsidy. This isn't aspiration – it's budget already sanctioned and waiting to be claimed.

PM Surya Ghar · Households

₹78,000

Central subsidy per home on 3 kW+ rooftop. 300 units/month free.

Haryana EV Policy 2026

Zero

Road Tax on
Electric Vehicle Registration

PM - Kusum Farmers

75-90%

Subsidy on agri solar pumps. Farmer co-pay as low as 10%.

Saur Urja Protsahan Yojna

₹2 Lakhs

of interest free loan for households

**LIVE HAREDA + DISCOM ENROLMENT DESKS
AT EVERY HGER CITY STOP**

VISITOR PROFILE

Buyers With Budgets, Not Browsers.



26%

Business Partners

- Dealers & Distributors • HAREDA-empanelled Vendors • Franchise Seekers
- EPC Sub-contractors • Solar Startups • Real Estate Developers

22%

Residential Buyers

- Individual Homeowners • Group Housing Societies • Apartment Complexes
- Builders & Real Estate Developers • Housing Cooperatives

20%

Haryana Government Bodies

- Schools • Colleges • Hospitals • Gram Panchayats • Municipal Bodies
- Block-level Offices • Govt Departments • Smart City Authorities

18%

Commercial Establishments

- Hotels & Resorts • Shopping Malls • IT Parks • Manufacturing Units • MSMEs
- Cold Storage Units • Logistics Warehouses • Petrol Pumps • Cinema Halls

14%

Agriculture & Rural Ecosystem

- Individual Farmers • F.P.O • Agri-input Dealers • PM-KUSUM Beneficiaries
- Agri-tech Startups • Dairy Cooperatives • Fishery Units



WHY VISIT

One Day. One Destination. Every Answer



Whether you're a homeowner, school principal, a farmer, a business owner, a dealer, or an investor — this roadshow is built for you. Get answers, meet experts, discover schemes, and take the first step towards energy independence

01

Discover Live Solar & EV Solutions

- See The Latest Solar Panels, Inverters, And Storage Systems Live & In Action
- Hands-on Product Demonstrations By Top EV Manufacturers & service providers

02

Unlock Government Subsidies & Schemes

- Get step-by-step guidance on PM Surya Ghar (₹78,000 subsidy)
- PM-KUSUM scheme for farmers — 75% subsidy on solar pumps
- 100% exemption on road tax for EV registration

03

Meet Experts Face-to-Face

- 1-on-1 consultations with certified engineers & energy auditors
- Site assessment & ROI calculation done on the spot

04

Explore Business & Franchise Opportunities

- Connect with India's top green energy providers & more franchise brands
- Dealer & distributor empanelment on the spot
- EPC sub-contractor tie-ups & channel partnerships available

05

Get Financed — On the Spot

- Solar loan & EMI options from leading banks & NBFCs at the venue
- Zero-cost EMI schemes for households & MSMEs
- Low interest rates for EV infrastructure

07

Walk Away With a Clear Action Plan

- Free personalised feasibility report for every visitor
- Subsidy application assistance before you leave



WHO EXHIBIT

The 20 Brands That Shape The Room



Solar Brands & Manufacturers

- Solar Panel Manufacturers • Solar Inverter Manufacturers • Solar Battery & Storage Solution Providers • Solar Water Pump Manufacturers • Solar Water Heater Manufacturers
- Structural & Mounting Solutions • Wiring, Cabling & Conduit Systems

EV Charging & Green Mobility

- EV Charging Station Manufacturers • Solar-Powered EV Charging Solution Providers
- EV Fleet Management Solution Companies • Battery Swapping Network Operators



Agri-Solar Ecosystem

- Solar Pumping & Irrigation Systems • Agri Solar Panels & Mounting Solution
- Farm Power & Energy Storage • Agri-Solar Electronics & Controls

Government Bodies & Agencies

- Ministry of New & Renewable Energy • HAREDA & State Nodal Agencies • SECI • IREDA
- DISCOMs & State Power Utilities • PM Surya Ghar Scheme Help Desks
- PM-KUSUM Scheme Facilitation Counters • Haryana Pollution Control Board



Green Building & Project Execution

- LED & Smart Lighting Solution Brands • Green Building Materials • Energy Audit Firms
- Rooftop Solar Installers, System Integrators & Ground-Mounted Project Developers

Smart Technology & Finance

- Solar Monitoring, IoT & Smart Energy Management Platforms • Smart Meters, AMI, Digital Twin & Drone-based Plant Inspection • Banks, NBFCs, Crop & Asset Insurance





WHY PARTNER WITH US

10 Cities. 50,000 Buyers. 20 Sponsor Slots. The Math Is Not Complicated



Your Haryana business isn't growing because your buyer never came to your Delhi/Noida expo. They were in Sirsa or Karnal, 200 kms away. Meet them here

Co-Hosted With Government

Enabling direct engagement with government buyers, municipalities, institutions & industry stakeholders statewide.

Only 20 Participating Brands

Lower competition. Higher visibility. Stronger engagement and better lead generation throughout the journey.

Statewide Market Access

Direct reach across 10 cities covering industries, MSMEs, institutions, dealers, and high-intent buyers across Haryana.

Summit • Awards • Networking

Uniting policymakers, industry leaders, innovators & clean-energy brands through leadership sessions, awards, and networking.

50,000+

Buyers across

20

Sponsor slots only — ever

10

Discom-territory cities

₹55,000Cr

C&I energy economy

By the time most brands decide, the slot is gone. HGER caps participation at 20 companies — across all categories, all cities. The brand that moves first in its category is the brand that owns that category in Haryana. The conversation starts now.



THE PROMOTION TOLL KIT

Official Government Outreach



Newspaper



Hoarding



Digital Marketing



Mobile Van



TV & Radio



Flyer/Pemphlet



HGER SUMMIT

Where Policy Meets Industry Leadership



A high-level leadership conference bringing together policymakers, industry leaders & sustainability pioneers to shape Haryana's green-energy future.

Chandigarh • December 2026 • Grand Finale Summit



KEYNOTES

Policy leaders & industry CEOs

NETWORKING

B2B matchmaking & deal rooms

AWARDS

Recognizing green innovation leaders

WHO ATTENDS

State Ministers • Industry CEOs • Policy Advisors • Sustainability Leaders • Investors • Media



HGER AWARDS

Celebrating Innovation & Sustainability Leadership



Recognizing brands, leaders, and innovators driving Haryana's green-energy transformation.



EXHIBITOR AWARDS

Renewable Energy
Brand of the Year

Most Innovative
Green Technology

Sustainability
Leadership Award

VISITOR AWARDS

Sustainable Farmer of Haryana

Greenest Institution

Renewable Champion

Each visitor award winner receives

₹1,00,000 Cash Prize

Winners announced at grand finale summit,

Chandigarh





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Get In Touch

For partnerships, sponsorships, exhibition bookings & media Inquiries.



“Producing solar power on rooftops and in fields is the way towards sustainable development.”

“Haryana is moving towards decentralized renewable energy solutions for every village



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Organized By



thrivora
creations