Fujiyama Power Systems Limited

12-November-25

Subscribe- Long Term

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Issue Details

Issue Details	
Issue Size (Value in Rs million, Upper Band)	8,280
Fresh Issue (No. of Shares in Lakhs)	263
Offer for Sale (No. of Shares in Lakhs)	100
Bid/Issue opens on	13-Nov-25
Bid/Issue closes on	17-Nov-25
Face Value	Rs 1
Price Band	216-228
Minimum Lot	65

Objects of the Issue

- **Fresh Issue: 6,000 million**
  - Part financing the cost of manufacturing facility in Ratlam, MP (India)
  - Repayment and/or pre-payment of all or a portion of certain Borrowings availed by the company
  - General Corporate Purpose.
- **Offer for sale: 2,280 million**

Book Running Lead Managers
Motilal Oswal Investment Advisors Limited
SBI Capital Markets Limited
Registrar to the Offer
MUFG Intime India Private Limited

Capital Structure (Rs million)	Aggregate Value
Authorized share capital	1,250
Subscribed paid up capital (Pre-Offer)	289
Paid up capital (Post - Offer)	306

Share Holding Pattern %	Pre-Issue	Post Issue
Promoters & Promoter group	99	87
Public	1	13
Total	**100**	**100**

Financials

Particulars (Rs In million)	3M FY26	FY25	FY24	FY23
Revenue from operations	**5,973**	**15,407**	**9,247**	**6,641**
Operating expenses	4,915	12,922	8,261	6,125
EBITDA	**1,059**	**2,485**	**986**	**516**
Other Income	4	94	25	12
Depreciation	70	180	128	59
EBIT	993	2,399	883	469
Interest	94	268	257	154
Profit before tax	**899**	**2,131**	**626**	**315**
Tax	223	568	173	71
Consolidated PAT	**676**	**1,563**	**453**	**244**
EPS	**2.2**	**5.1**	**1.5**	**0.8**
Ratios	**3M FY26**	**FY25**	**FY24**	**FY23**
EBITDAM	17.7%	16.1%	10.7%	7.8%
PATM	11.3%	10.2%	4.9%	3.7%
Sales growth	-	66.6%	39.2%	-

Sector- Capital Goods

Company Description

Fujiyama Power has built a comprehensive ecosystem within the rooftop solar industry, seamlessly integrating innovation, manufacturing, distribution, and customer service. Guided by continuous market research, customer feedback, and dedicated R&D, they deliver reliable and efficient solar energy solutions. Through extensive Pan-India distribution network—including the UTL Shoppe platform—company ensure widespread accessibility and empower local entrepreneurs to accelerate renewable energy adoption. There comprehensive service offerings, including installation, subsidy assistance, dealer and technician training, and robust post-sales support, are designed to ensure complete customer satisfaction. With a presence across the entire rooftop solar value chain—spanning product development, manufacturing, Pan-India distribution, and post-sale service—company offer a unique 'one-stop-shop' proposition for solar energy solutions. Company offer a comprehensive product portfolio in the rooftop solar segment, featuring an extensive range of solutions designed to meet diverse customer needs. Company's offerings include solar PCUs, off-grid, on-grid, and hybrid inverters, solar panels, pulse width modulation (PWM) chargers, and other battery chargers, along with lithium-ion and tubular batteries, online and offline uninterruptible power supply (UPS) systems, solar management units, and solar charge controllers, among others. Each of the products is engineered to deliver value-for-money performance and long-term reliability.

In the electric vehicle (EV) segment, company cater specifically to the three-wheeler E-Rickshaw market, offering chargers and lithium-ion batteries tailored to this fast-growing mobility segment. Across these categories, they offer over 522 Stock Keeping Units (SKUs), which can be customized to align with the specific preferences, requirements, and regional conditions of their customers. Fujiyama Power operate four state-of-the-art manufacturing facilities strategically located across India, enabling to maintain quality, scalability, and responsiveness to regional demand. Company is a technology-driven company with a strong focus on research and development (R&D) and continuous product innovation aimed at enhancing energy efficiency, reliability, and customer value. Company is primarily a business-to-consumer (B2C) company, selling their products through an extensive Pan-India distribution network. Sales are primarily routed through distributors, who in turn cater to dealers and franchisees. While the majority of the business flows through the dealer and franchise network, there distributors also directly supply to industrial and commercial customers for large-volume orders.

Valuation

Fujiyama Power System Limited, incorporated in 2017, is one of the leading manufacturers & solution providers in the roof top solar business. Fujiyama Power plans to strengthen its process by backward integrating its solar panel facility by setting up DCR cell plant. Moreover, they also plan to further expand its existing capacities in solar panels, inverters & batteries to strengthen its position as a leading domestic solar energy solutions provider. Fujiyama Power System could be one of the biggest beneficiary due to government initiative like Rooftop Solar Scheme Phase II, PM-KUSUM, PM Surya Ghar-Muft Bijli yojna, solar park development, and the National Wind-Solar Hybrid Policy. The company aims to expand its reach through a curated distribution model and gradually scaling their UTL Solar Shoppe network to meet growing demand.

At the upper price band, the company is valued at P/E of 45x FY25 EPS, implying a post-issue market capitalization of Rs.69,862 million post issue of equity shares.

Considering these factors, the IPO appears fully priced and is rated **"Subscribe – Long Term."**

Description of Business

Solar Power Generation Systems

Solar Power Generation Systems include solar panels, hybrid solar inverter, off-grid and on-grid inverters and batteries.

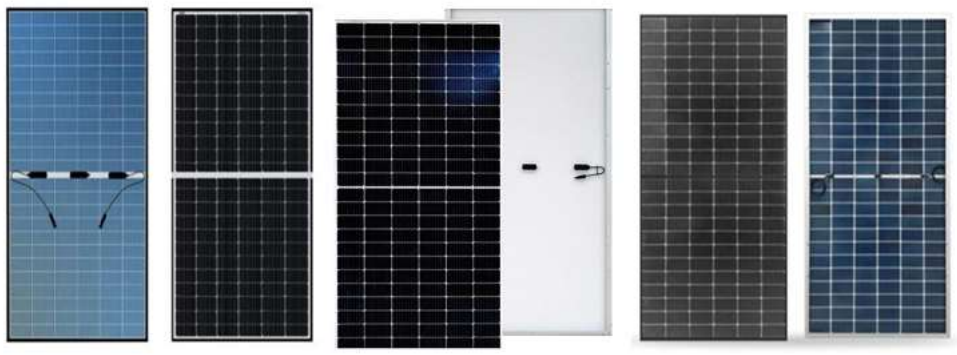
Solar Panels and Modules

Company's solar modules leverage multicrystalline, monocrystalline PERC cells, and the emerging TOPCon technology to optimize efficiency and minimize energy loss. Their products offer a wide range of power outputs, tailored by module technology, cell size, and quantity. Company manufacture monofacial, bifacial, and glass-to-glass modules to accommodate diverse energy needs and performance requirements.

Monofacial Modules: These are traditional modules with a single sided cell array exposed to sunlight and a white protective back sheet. These modules are ideal for standard installations where sunlight is captured only from the front.

Bifacial Modules: By capturing sunlight from both, front and rear sides, bifacial modules with transparent backsheets boost energy output by harnessing reflected light from surrounding surfaces. Higher albedo surfaces, like snow or concrete, further increase overall power generation.

Glass-to-Glass Modules: Encased in glass on both sides, replacing the back sheet, these modules offer superior durability, mechanical strength, and environmental protection. They are suitable for high-performance applications in harsh conditions. The rear glass enhances light transmission, resulting in higher efficiency than the bifacial module.



Bifacial Module | Monofacial Module | Glass-Glass Module

Capacity and Capacity Utilization

The following table sets forth the installed capacity and capacity utilization relating to the Company's Manufacturing Facilities for the periods indicated in number of units:

Location of Manufacturing Units	Product Category	Three months period ended June 30, 2025				Fiscal 2025			
		Installed Capacity	Available Capacity	Actual Production	Utilization (%)	Installed Capacity	Available Capacity	Actual Production	Utilization (%)
Parwanoo Facility	Solar PCU & UPS	16,224	12,979	12,831	99	64,896	51,917	32,008	62
Greater Noida Facility	E-Rickshaw Charger	53,180	42,544	24,122	57	3,86,880	3,09,504	1,84,972	60
	Solar Panel	2,05,171	1,64,137	1,23,711	75	8,20,684	6,56,547	5,97,676	91
	Lithium-Ion Battery	9,900	7,920	7,879	99	9,360	7,488	4,104	55
	Solar Inverter & UPS	1,90,841	1,52,673	1,22,023	80	4,84,380	3,87,504	2,82,528	73
Bawal Facility	Tubular Battery	1,37,280	1,09,824	1,05,688	96	5,49,120	4,39,296	3,67,765	84
	Solar Panel	61,147	48,917	36,850	75	2,44,586	1,95,669	1,70,121	87
Dadri Facility	Solar Panel	2,58,621	2,06,897	1,42,646	69	25,075	20,060	19,018	95

Location of Manufacturing Units	Product Category	Fiscal 2024				Fiscal 2023			
		Installed Capacity	Available Capacity	Actual Production	Utilization (%)	Installed Capacity	Available Capacity	Actual Production	Utilization (%)
Parwanoo Facility	Solar PCU & UPS	39,936	31,949	21,319	67	39,936	31,949	29,434	92
Greater Noida Facility	E-Rickshaw Charger	2,74,560	2,19,648	1,83,532	84	1,99,680	1,59,744	1,39,785	88
	Solar Panel	6,62,688	5,40,800	4,27,475	79	2,82,507	2,40,131	2,26,541	94
	Lithium-Ion Battery	9,360	7,488	6,174	82	3,120	2,496	74	3
	Solar Inverter & UPS	3,59,906	2,87,925	2,01,435	70	2,97,094	2,37,675	2,15,499	91
Bawal Facility	Tubular Battery	3,80,160	3,04,128	2,58,835	85	31,680	25,344	22,712	90
	Solar Panel	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Dadri Facility	Solar Panel	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Strengths:

- **Diversified portfolio of solar products and solutions which distinguishes Company as a well-rounded leader in the rooftop solar industry.**

  Company is a prominent Indian company that specializes in providing solar energy solutions. Company have an extensive product portfolio offering a comprehensive suite of products in the roof-top solar segment. Company offer an extensive range of products including solar PCUs, solar off-grid, on-grid and hybrid inverters, solar panels, battery chargers, lithium-ion and tubular batteries, online UPS systems, offline UPS systems, solar management units and solar charge controllers, among others which company believe provide value-for-money to their customers. Further, in the EV segment, they specifically provide chargers for E-Rickshaws and lithium-ion batteries. They offer over 522 SKUs which can be tailored to meet the specific preference and requirements of the customer and the geographical location which reduces dependency on any single product category, ensuring resilience against market fluctuations and steady revenue growth. According to MNRE, the cumulative rooftop solar capacity as of March 2025 is 17 GW. Over the past five years, the company has supplied 1.64 GW of solar inverters across the country, accounting to 9.6% for the mentioned installed capacity. Company is a 'one-stop shop' solution offering an end-to-end range of products and complete rooftop solar solutions based on specific customer needs and geographical location. Their customers can choose the most suitable option from their off-grid, on-grid and hybrid systems, along with a choice in tubular lead acid battery or lithium-ion battery. Since their customers can source all their solar products from them, their reliance on other OEMs may be limited. Their integrated service network aims to ensure that all customers' needs are met thereby instilling trust in their company.

Company's product portfolio includes:

S.no	Product Category	Product Offered	Capacity Range
1	Solar Power Generation Systems	Solar panels	(40 Wp - 670 Wp)
		High frequency-based Hybrid Inverter	(1.5 KW – 12 KW)
		Hybrid solar inverter	(1 KVA - 50 KVA)
		Off-grid inverter	(0.6 KVA - 20 KVA)
		On-grid inverter	(1 KW - 136 KW)
		Online solar PCU	(10 KVA – 120 KVA)
		Solar management unit	(0.48 KW – 1.2 KW)
		Lithium-ion battery	(1.2 KWh - 48 KWh)
		Tubular lead acid battery	(40 Ah - 300 Ah)
		High Frequency based Hybrid Inverter	(1.5 KW - 12 KW)
2	Power backup solution	Online UPS	(0.5 KVA - 120 KVA)
		Hybrid UPS	(500 VA)
		Inverter	(1 KVA - 5 KVA)
3	Power supply solution	Hybrid charge controller unit	(0.12 KW - 16.5 KW)
4	Chargers	EV charger	(298 W - 1080 W)
		Marine charger/ engine start charger	(240 W – 3 KW)

- **Track record of technological development and product innovation.**

  With more than 29 years of experience, more than 65 R&D professionals and more than 500 qualified engineers, as on June 30, 2025, they have a proven track record of being an early adopter of innovative technology, implementing manufacturing processes that align with global best practices to enhance efficiency and product quality. Company strive to pioneer innovative adoption of solar energy solutions. They have a track record of being one of the few companies in India to develop Online UPS with single card, Combo UPS along with AVR, High Frequency Online UPS and single card SMT Inverter in India. The company began manufacturing solar PCU in 2012 whereas online solar PCUs in 2014. They are the first Indian company to develop SMT inverter with single card in the year 2000.

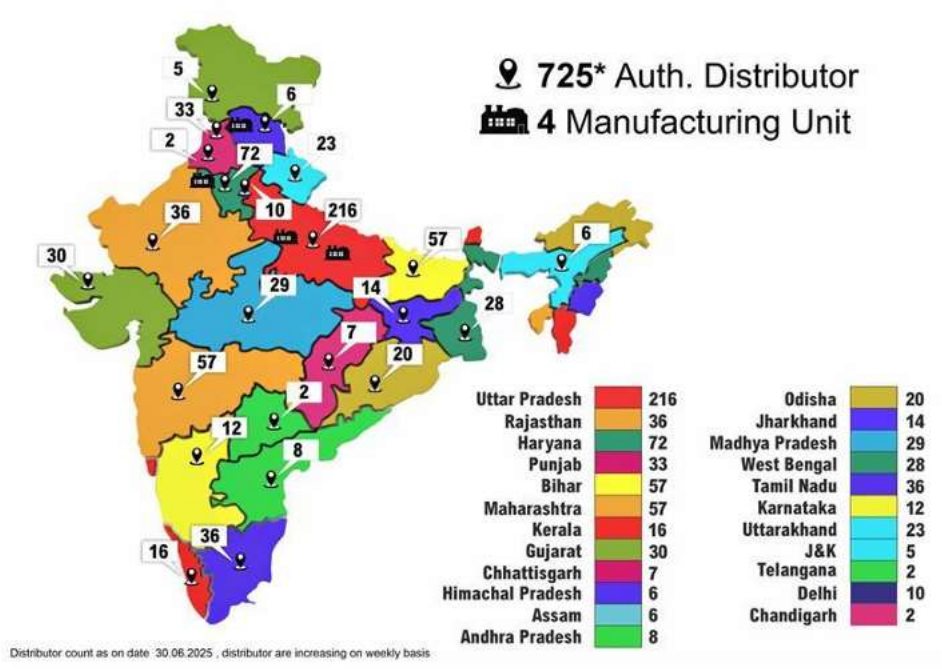
Product innovation and development milestones

Company is committed to launching products only after a rigorous validation process to ensure quality and reliability. Their products are developed by their R&D team and are thereafter thoroughly examined by their validation team which focuses on identifying potential failures. This fosters objectivity in the validation process and is supported by a rewards system that incentivizes fault-free development and issue identification. Additionally, they engage accredited third-party laboratories for further evaluation, reinforcing their commitment to delivering quality and reliable products that meet industry standards. Their company is committed to technological developments and the introduction of new products to meet the evolving landscape of the solar energy segment. For instance, they upgraded their production setup to manufacture the latest technology in solar panels, i.e., TOPCon bifacial and glass-to-glass panels featuring a capacity of 590 Wp, and

MonoPerc bifacial modules reaching up to 670 Wp. They have developed their own Battery Management System ("BMS") that is designed to effectively monitor and ensure the safety of their batteries, making it well suited for current and future market requirements. Their online solar PCU is a blend of solar inverter and Online UPS and has the ability to operate on solar power thereby ensuring uninterruptible operation of critical loads in case of power supply failure. Their off-grid inverter with inbuilt lithium-ion battery, which does not require additional components like battery cabinets and interconnecting cables, makes it easier to install and reduces the overall installation cost.

- **Robust distribution network, and post-sale service capabilities driving strong brand recognition.**

Company have established a strong and widespread sales and distribution network, enabling them to reach a diverse customer base throughout the country. This robust network includes distributors, dealers, and exclusive franchisee 'Shoppes'. As on June 30, 2025, they have 725 distributors, 5,546 dealers, and 602 service engineers who travel throughout the country to serve their customers. They also offer their products in 1,100 exclusive "Shoppes."



In their exclusive UTL Solar 'Shoppe' franchise network in Indian cities, their customers are educated on selecting the right rooftop system and components from a single source, ensuring seamless procurement and professional installation. The Shoppe engineers and sales collection managers prior to their deployment are trained by their teams through their channel network. As on June 30, 2025, company also have a dedicated team of more than 602 service engineers who provide maintenance service and technical support to their customers pan India. They provide their service through instant product demo video links, on-call technical resolution, and on-site services. Company effectively transform customer sales into strategic distribution opportunities. Every query generated is aimed to be converted into a potential sale for the network through digital and call follow-ups. Their wide distribution network has been a positive driver in sales. Each distributor adds their existing dealers to the UTL sales network. With every addition of a distributor, they add a field service engineer, which eases customer service and satisfaction. The distributors and dealers are visited by the service engineers and are guided by a mobile application named 'UTL MTL 2.5'. This application provides their service engineer with addresses and map details of the customers they are required to visit and also provides details of other dealers available in that route.

Company's brands "UTL Solar" and "Fujiyama Solar" are well known for reliable and quality solar products in the industry. With a legacy of 29 years, their brand "UTL Solar" is further amplified with the presence of 1,100 exclusive UTL Shoppes as on June 30, 2025. Their company was recognized as India's most preferred smart city brand and India's most preferred solar inverter brand by UBM India and Informa in 2019 and 2020, respectively. Their company was named the fastest-growing top 25 electronic manufacturing company in the year 2018–2019 by CEO Magazine and the largest company in off-grid inverters in the year 2018–2019 by Sigma Summit. Additionally, they received recognition at the 5th Green Urja and Energy Efficiency Awards 2025 by the Indian Chamber of Commerce under the category 'Renewable Energy Excellence Award - Solar Battery Manufacturing' in February 2025 and have received other awards such as the Renewable Energy Excellence Award - Solar Battery Manufacturing in February 2025, Most Trusted Brand of India 5th Edition by Marksmen Daily under the rooftop solar category in April 2025, and Brand of the Decade 2025 under the 'Solar Energy Solutions' category by BARC Asia. Their aggregate annual installed capacity and market position enable them to offer competitive pricing for their products, which in turn facilitates access to a large and diversified customer base. Their extensive product portfolio enables them to serve a wide customer base with varying needs across the country.

Revenues by sales channels for the three months period ended June 30, 2025 and the last three Fiscals are as follows:

(₹ million)

Revenue	Three months period ended June 30, 2025	Fiscal 2025	Fiscal 2024	Fiscal 2023
B2C	5,589	13,794	7,228	5,801
B2B	384	1,612	2,019	840

- **Quality-centric and precision-driven large scale manufacturing infrastructure driving production efficiency.**

  Company operate four advanced in-house manufacturing facilities across the country. As of Fiscal 2025, their Greater Noida Facility has an available installed capacity of manufacturing 656,547 solar panels, 387,504 solar inverters and UPS, 309,504 e-Rickshaw chargers, and 7,488 lithium-ion batteries. Their Parwanoo Facility has an available installed capacity of manufacturing 51,917 solar PCUs and UPS (in Fiscal 2025). Their Bawal Facility has an available installed capacity of manufacturing 439,296 tubular batteries and 195,669 solar panels (in Fiscal 2025), and their Dadri Facility, which was commissioned on March 23, 2025, has an available installed capacity of manufacturing 20,060 solar panels (in Fiscal 2025), which is further augmented by the addition of another solar panel production line on October 1, 2025, and their proposed addition of a solar cell production line by January 2026.

  These streamlined production systems are certified under ISO 9001:2015 (Quality Management), ISO 14001:2015 (Environmental Management), and ISO 45001:2018 (Occupational Health and Safety). Their manufacturing setup at Greater Noida has also been preferred by the Ministry of New and Renewable Energy ("MNRE") for training members of the International Solar Alliance. For their Greater Noida Facility, they have been granted approval for capital subsidy under the Modified Special Incentives Package Scheme ("M-SIPS") of the Central Government, and the phase one amount under this has been disbursed to the company. Company had applied for subsidies on land and capital under the UP-Electronics Manufacturing Policy 2017 ("Policy"), wherein they have received approval for the 25% land rebate for their Greater Noida Facility. Further, the 15% capital subsidy on fixed capital other than the land as provided under the said Policy has already been disbursed.

  Company's application for a 15% capital subsidy on fixed capital other than land under the UP-Electronics Manufacturing Policy 2020 (as amended in 2022) for their existing Greater Noida Facility has been approved but is pending disbursement. Additionally, the capital subsidy application for their Dadri Facility has also been approved, and the reimbursement process is currently underway. At their Parwanoo Facility, they benefited from exemption of various taxes and duties. Their facilities are also geographically located in favourable regions.

  Company's Bawal Facility, which manufactures lead acid batteries, is located in an area closer to the National Capital Region. While their existing facilities primarily serve north Indian states, their planned facility at Ratlam, Madhya Pradesh will help them tap new distributors and customers and serve the growing markets in the west and south of India. Since the facility at Ratlam is close to the Delhi-Mumbai expressway, it may also help in logistics for their exports in the future. Furthermore, the locations of their manufacturing facilities also help them tap the locally available talent and labour market. They intend to apply for a subsidy under the Renewable Energy Equipment Manufacturing Policy of the Madhya Pradesh Industrial Promotion Policy, 2025 ("MP Industrial Policy"). The company may evaluate and apply for incentives, subsidies (including capital subsidy), or other benefits available under various Central or State Government schemes or policies, as may be applicable to its line of business and operations. The eligibility and quantum of such incentives or subsidies are subject to the respective government's policy framework and the approval of competent authorities, including Cabinet-level committees, wherever applicable. The company may apply for incentives or subsidies under any other existing or future schemes that may be more beneficial to the company.

Key Strategies:

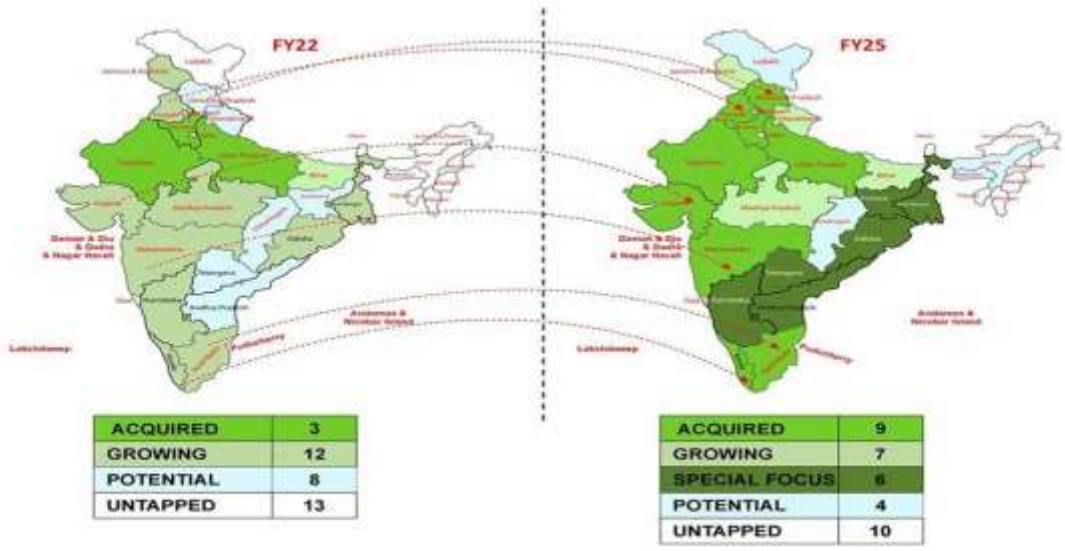
- **Expand the manufacturing base for solar panels, inverters and batteries and strengthen back-end integration in solar panels.**

  To continue to maintain their market position in the domestic solar panel, solar inverter, and battery manufacturing sectors, company are constantly evaluating opportunities to strategically grow their operations. They have continuously upgraded their existing facilities' installed manufacturing capacity. Their installed manufacturing capacity for tubular and lithium-ion batteries grew from 91 MWh as of March 31, 2023, to 957 MWh as of March 31, 2024, 1,363 MWh as of March 31, 2025, and 1,863 MWh as of June 30, 2025. Their total installed manufacturing capacity for solar panels, solar inverters, solar PCUs and UPS, and chargers collectively grew from 662 MW as of March 31, 2023, to 1,035 MW as of March 31, 2024, 2,182 MW as of March 31, 2025, and 2,782 MW as of June 30, 2025. Company have also installed another 600 MW solar inverter and 500 MWh lithium-ion battery line at their Greater Noida Facility on June 15, 2025. The expansion of the solar inverter line and lithium-ion batteries line at their Greater Noida Facility has grown their manufacturing capacity for solar inverters by 600 MW and lithium-ion batteries by 500 MWh. For their Dadri Facility, they have added 600 MW capacity for solar panels as of March 31, 2025, and another 600 MW capacity for solar panels as of October 1, 2025. Further, for backward integration in the solar panel value chain, they are establishing a 1 GW solar cell manufacturing line at their Dadri Facility to address the demand for DCR cell-based solar panels, which is expected to be completed by January 2026. Company plan to use the Offer Proceeds for establishing an integrated project in Ratlam, Madhya Pradesh, which will more than double their current manufacturing capacity and will help them meet the growing demand from West and South India. This proposed expansion will grow their manufacturing capacity of lithium-ion batteries by 2,000 MWh and of solar panels and solar inverters by 2,000 MW each.

- **Further strengthening domestic distribution and retail network and increase export sales.**

  In India's energy outlook, the solar sector is set to become the dominant source of power by FY32, with its share projected to rise from 22% in FY25 to 40%, with capacity increasing from 106 GW to 365 GW. Rooftop solar is expected to grow at a projected CAGR of 42% from FY25 to FY30, reaching almost 100 GW. Demand for their products is continuously increasing due to rising domestic power consumption, government initiatives, and decreasing prices of installing rooftop solar systems. Their existing distribution and retail network is well equipped to manage the demand, but they are increasing their distribution base and retail network through a curated distribution model to address the ever-increasing demand for solar products in India. Company also plan to expand their Shoppe network at a gradual pace to meet the demand. Company is focusing on the development of new distributors in the states which are not widely covered. Currently, Odisha, West Bengal, Karnataka, Andhra Pradesh, and Telangana are their key focus areas, and they have already started deploying sales teams in these states. They have a pan-India presence across 23 states and three union territories through an extensive distributor network of 725 distributors, 5,546 dealers, and 1,100 exclusive "Shoppes." In 2022, company had considerable sales ('considerable sales' means sales above ₹500 million) in three states, and by Fiscal 2025, eight states across India contributed considerably to their sales. This growth is supported by the addition of new channel sales partners in these regions, allowing them to diversify their revenue streams and reduce

dependency on any single market. Currently, company is focusing their growth particularly in the southern and western regions, where they aim to engage more distributors and establish exclusive retail outlets to strengthen their brand presence. Through this strategic expansion, they are positioning themselves for more balanced growth, reducing the risk associated with market fluctuations, and enhancing their overall market footprint. The map below demonstrates how company have grown in various states in the last three fiscal years and their targeted growth markets for the next phase of their expansion.



ACQUIRED	3
GROWING	12
POTENTIAL	8
UNTAPPED	13

ACQUIRED	9
GROWING	7
SPECIAL FOCUS	6
POTENTIAL	4
UNTAPPED	10

Growth mapping

Their presence in various regions of India further facilitates direct access to distributors and their network. Their distribution team has extensive on-ground distribution experience, with the capability to set up, manage, and grow their distribution network pan-India for modules and allied products (such as inverters and batteries). In addition to growing their distribution and sales domestically, they also plan to capitalise on the export market. The global supply chain is expanding beyond China to countries that can manufacture and supply solar products, and they aim to capitalize on this opportunity. They are increasing their solar panel and solar inverter capacities, which will allow them to export their solar products to countries exhibiting demand for such products. They are also aiming to increase their manpower to better understand the quality standards and sales requirements of their export market countries. Leveraging their competitive advantage as a one-stop provider for all three types of solar solutions, they are confident that they are well positioned to capture a growing share of the export market from India.

- **Address market opportunities with a focus on continuously developing more efficient products and using innovative marketing tools and sales strategies, such as actionable influence.**

Company's believes in 'vigorous entrepreneurship,' and their strategy is to be an "early adopter," which entails adopting new, promising, and proven technologies early while experimenting with unproven technologies quickly. Company achieve this through the continued development of innovative products, which will enable them to expand their product portfolio and drive increased sales going forward. In addition to the above, they intend to continue investing in R&D and obtaining product certifications to offer the latest and most efficient products and services to their customers. To achieve a comprehensive and sustainable expansion of their R&D and testing facilities, a structured, phase-wise approach will be implemented. This strategy will ensure the gradual development of capabilities, aligning with evolving technological advancements and market needs. The demand for on-grid solar systems has been significantly fueled by subsidies provided by both national and state governments, incentivizing adoption across various regions. Their hybrid solar systems, which are designed with high efficiency, also qualify for these subsidies and offer a unique advantage by providing optional backup power. This feature is particularly beneficial in areas with frequent power outages, such as tier 3 cities and villages. This strategic positioning enables them to cater to a broader customer base, empowering them to increase their market share in these high-potential regions. They understand that purchasing a solar power system, given the large sum of investment, requires customers to have confidence and comprehensive knowledge about the products. To meet this need, they are leveraging innovative platforms to provide easily consumable, accessible information through engaging social media videos, AI-powered chatbots, and interactive interfaces to ensure a seamless and informed buying experience. They are also implementing an innovative customer reference system designed to address the specific challenges associated with high-value investments such as solar power systems. This system empowers their existing customers to share their positive experiences and satisfaction with their products, thereby fostering trust within their personal and professional networks. In doing so, it not only enhances brand credibility among potential new customers but also incentivizes their existing customers through a structured rewards program. This dual-benefit approach strengthens customer loyalty while simultaneously building confidence and trust in their brand for prospective buyers, further supporting their long-term growth strategy.

Industry Snapshot:

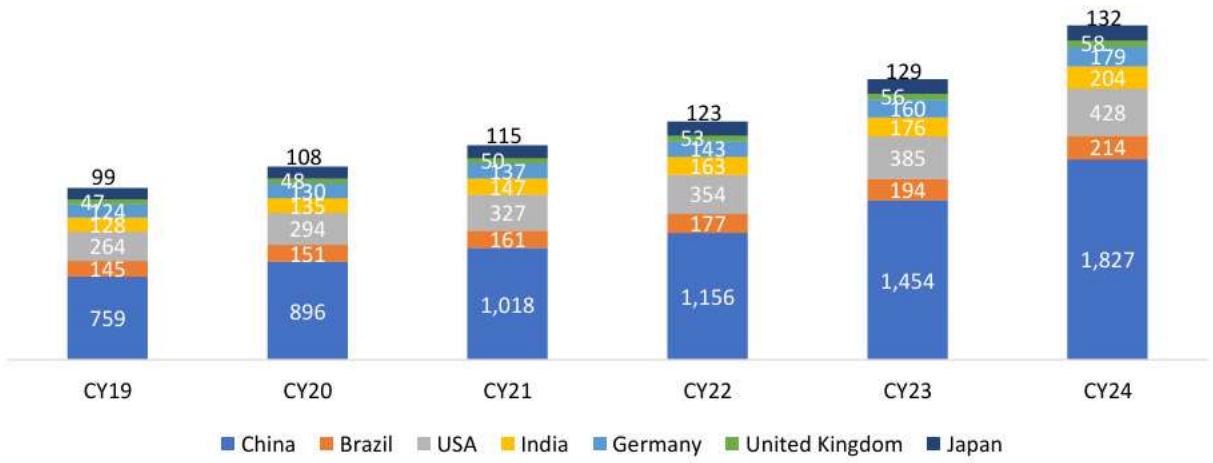
Global Renewable Energy: Source wise capacity additions & forecast

According to the International Energy Agency (IEA), global renewable electricity capacity is expanding at its fastest pace in three decades, aligning with the COP28 goal of tripling capacity by 2030. In 2023, global renewable capacity grew by 50% to nearly 510 GW, with solar PV accounting for 75% of additions. China led this growth, installing as much solar PV in CY23 as the world did in CY22, while its wind power additions rose by 66%. Record growth was also seen in Europe, the U.S., and Brazil. The share of renewables in global power generation is expected to rise from 29% to 35% by CY25, reducing coal and gas dependency and stabilizing CO2 emissions, which peaked at 13.2 Gt in CY22. China is projected to contribute nearly 50% of new renewable capacity, followed by the EU at 15%, driven by strong government investments. In the U.S., the Inflation Reduction Act allocates $370 billion for clean energy. Nuclear power output is set to grow 3.6% annually, driven by recovery in France after maintenance and the launch of new plants, particularly in Asia.

RE Capacity in India compared to major economies

Leading global nations are driving renewable energy growth with ambitious targets and substantial installed capacities. China leads the world with 1,827 GW, growing nearly 26% in CY24, fueled by strong policies and significant solar and wind investments. Brazil reached 214 GW (10% growth), expanding its renewable portfolio, while India, at 204 GW (16% growth), is advancing rapidly toward its 500 GW goal by 2030, leveraging vast solar potential. Japan grew 3% to 132 GW, focusing on solar, nuclear, and offshore wind energy despite land constraints. The USA, with 428 GW (11% growth), is scaling solar and wind energy, driven by initiatives like the Inflation Reduction Act. Germany, at 264 GW (12% growth), leads Europe's renewable transition, emphasizing wind, solar, and bioenergy. The UK, with 58 GW, is prioritizing coal phase-out and green hydrogen investments. Collectively, these countries are pivotal in accelerating the global shift toward a cleaner, more sustainable energy future.

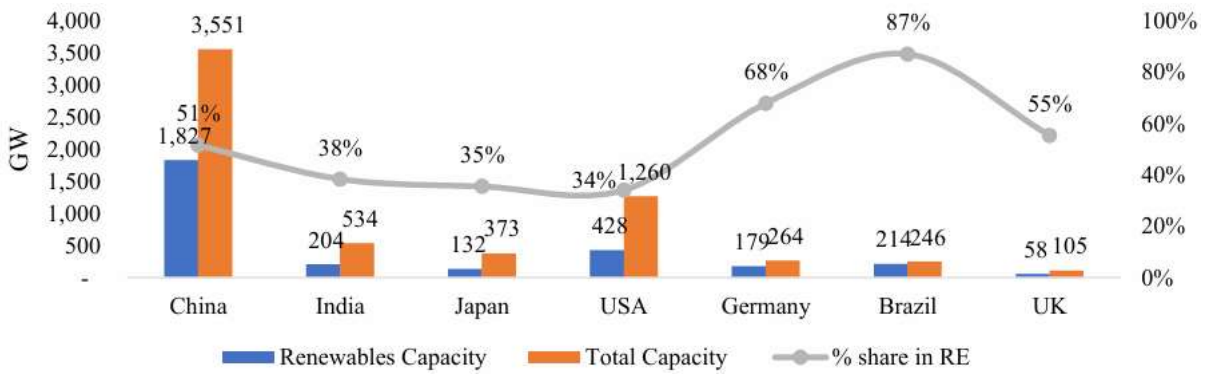
Country-wise installed capacity in RE



RE contribution to power demand across economies

The global energy transition reflects varying national priorities and resources. Germany leads Europe with 68% renewables (179 GW), driven by wind and solar, targeting a coal phase-out by 2038. China, the global leader, has 1,827 GW of renewables, nearly 51% of its 3.551 GW capacity, supported by strong policies and solar-wind investments. Brazil leads in renewable share at 87% (214 GW), dominated by hydropower. India's renewables stood at 38% (204 GW of 534 GW) as of CY24, and as of Aug'25 renewables capacity has already surpassed 50.7% (251.4 GW of 495.5 GW of total installed capacity). Japan, at 35% (132 GW of 373 GW), focuses on solar and offshore wind despite land constraints. The USA, with 34% renewables (428 GW), accelerates growth through initiatives like the Inflation Reduction Act. The UK achieves 55% renewables, led by offshore wind.

Country-wise share of installed renewable capacity as of CY24



India's RE Market Size

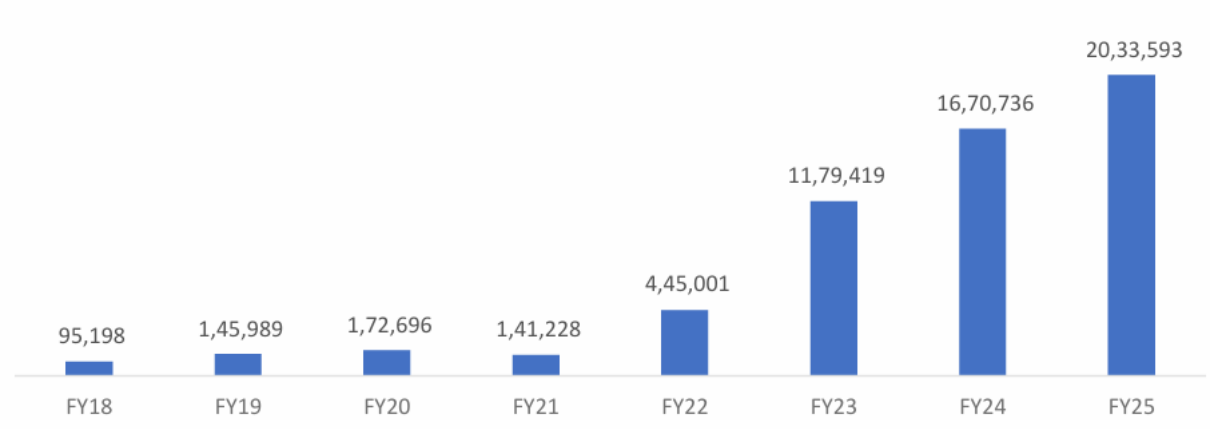
Renewable capacity additions in India at CAGR of 10.3% from FY19 to YTDFY26 with an ambitious target to reach 500GW until FY30, poised to grow at a CAGR of ~16.2% from YTDFY26 to FY30. The growth from Mar'19-Mar'25 was massively backed by government support, mainly central and state-level incentives. As of Aug'25, the share of renewable energy (including large hydro) stood at ~50.7% of the total installed capacity reaching ~251.4 GW. As per CEA, total capacity across all segments as of Aug'25 stood at 495.5 GW.

Historical and forecast of installed capacity for RE in India

Overview of the EV Sector in India

The Electric Vehicle (EV) segment in India has been growing steadily, while Internal Combustion Engine (ICE) vehicle sales have declined due to factors like economic slowdown, COVID-19, rising fuel prices, and semiconductor shortages. From FY18 to FY25, EV sales grew at a strong 55% CAGR, with a dip in FY21 due to the pandemic but a strong recovery in subsequent years. Key drivers of growth include expanding infrastructure, diverse vehicle options, and cost competitiveness with traditional fuels. This upward trend in EV sales is expected to continue as capabilities improve.

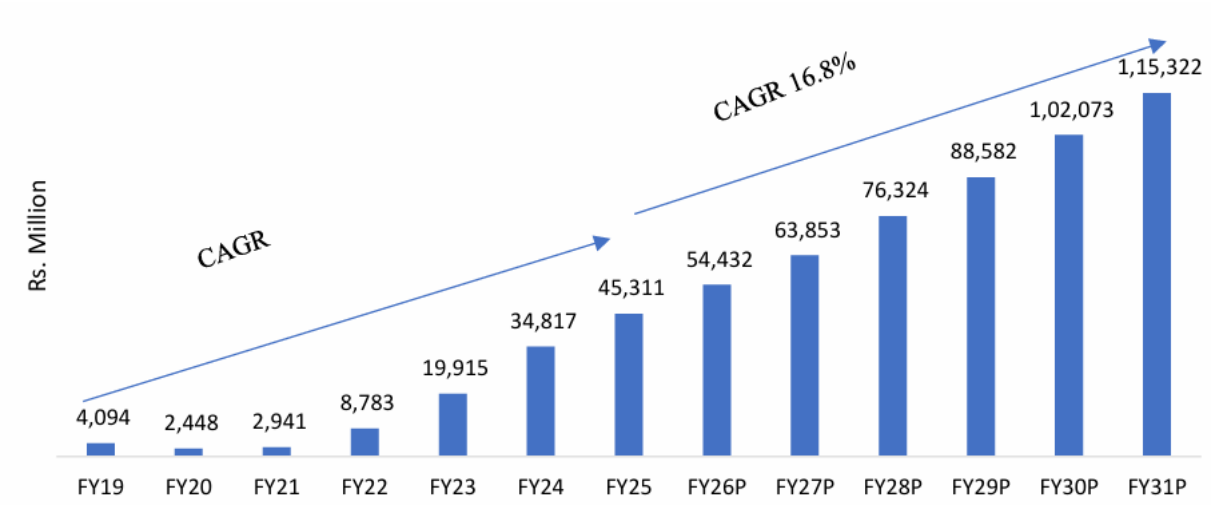
Annual EV sales trend in India



E-Rickshaw market size

E-rickshaws are cost-effective compared to conventional vehicles due to lower operational and maintenance costs, with rising fossil fuel prices further boosting their appeal. The E-rickshaw market grew at ~50% CAGR from FY19 to FY25, reaching Rs 45,311 million. E-3W sales rose from 91,970 units in FY18 to 6,99,063 units in FY25, growing at a 34% CAGR. Government initiatives like subsidies and the FAME scheme promote electric mobility, making e rickshaws more affordable. The market is expected to continue growing at a ~16.8% CAGR from FY25 to FY29, reaching Rs 1,15,322 million.

E-Rickshaw market size in India



Government initiatives and investments to boost overall EV sector

India is actively promoting electric auto-rickshaws to reduce pollution and reliance on fossil fuels. Key initiatives include the FAME II scheme with a ₹10,000 crore budget for subsidies, reduced GST on EVs to 5%, and state policies like Delhi and Maharashtra offering purchase incentives, tax waivers, and infrastructure support. The PLI scheme for battery manufacturing (₹18,100 crore) and customs duty exemptions aim to boost domestic production, while subsidized loans and scrappage incentives lower costs for drivers. Efforts also include installing 2,636 charging stations across 62 cities and funding R&D for advanced battery technologies like sodium-ion and solid-state batteries, fostering a sustainable EV ecosystem.

EV Lithium Battery Market size in India

The market grew at a CAGR of ~18% from FY19-FY25 to reach Rs 1,61,462 million. The increasing adoption of electric vehicles (EVs) in India is a primary driver for the lithium battery market. With government initiatives like the Faster Adoption and Manufacturing of Hybrid and Electric Vehicles (FAME) scheme and state-level incentives, consumers are more inclined to purchase EVs. As the demand for EVs grows, so does the need for efficient and reliable lithium batteries. The Li-ion battery market is expected to grow with a robust CAGR of 34.2% from Rs 1,61,462 million in FY25 to reaching Rs 9,42,167 million by FY31.

Lithium Battery market size

- **Accounting ratios**

Revenue	Three months period ended June 30, 2025	Fiscal 2025	Fiscal 2024	Fiscal 2023
Revenue from Operations	5,973	15,407	9,247	6,641
Export Revenue as % of Revenue from Operations (%)	1.7%	2.5%	4.2%	5.0%
EBITDA	1,059	2,485	986	516
EBITDA Margin (%)	17.7%	16.1%	10.7%	7.8%
PAT	676	1,563	453	244
PAT Margin %	11.3%	10.2%	4.9%	3.7%
ROE %	14.6%	39.4%	18.9%	12.6%
ROCE %	14.9%	41.0%	26.6%	16.8%
Debt/Equity Ratio (in Times)	0.93	0.87	0.84	1.09

- **Comparison with listed entity**

Name of the company	Revenue from Operations (₹ million)	Face Value (₹ per share)	P/E	EPS (Basic) (₹)	EPS (Diluted) (₹)	RONW%	NAV (₹ per share)
Fujiyama Power Systems Limited	15,407	1	45.0	5.6	5.6	39.4%	14
Listed peers							
Waaree Energies	1,44,445	10	49.0	68.2	68.0	20.1%	334
Premier Energies	65,187	1	47.9	21.4	21.4	33.2%	63
Exicom Tele Systems	8,676	10	NM	(9.1)	(9.1)	-17.9%	51
Insolation Energy	13,338	1	31.7	6.0	6.0	20.5%	28

Key Risk:

- Company's manufacturing facilities are subject to various operational risks. Any disruption in operations or shutdown of their existing manufacturing facilities or future manufacturing facilities or any other operational problems caused by unforeseen events may reduce sales and adversely affect their business, and results of operations and financial condition.
- Geographical concentration of their manufacturing facilities in northern India exposes them to region specific risks that could adversely affect their business, financial condition, results of operations, and cash flows.
- Company's ability to grow retail sales depends on the success of their relationship with their distributors, dealers and franchisees and an inability to maintain or further expand their retail network, could negatively affect their business, cash flows and results of operations.
- Company import a significant part of their raw material supply from China and they import equipment and machinery from other foreign countries and the same is subject to certain risks. Restrictions on or import duties relating to materials and equipment imported for their manufacturing operations as well as restrictions on or import duties levied on their products in their export markets may adversely affect business prospects, financial performance and cash flows.
- Decline in the price of their products may have an adverse impact on business, results of operations and cash flows.
- Company derive a substantial portion of their retail sales from Uttar Pradesh and are in the process of expanding their retail network to target new customers. Any adverse change in the demand of their products in Uttar Pradesh or failure to expand into new markets may have an adverse impact on business, growth, financial condition, cash flows and results of operations.
- Company is in the process of expanding their operations by targeting new customers and expanding their retail network in markets where they do not have a significant presence and prior experience. Any failure to expand into these new markets or regions could adversely affect sales, financial condition, result of operations, and cash flows.

Valuation:

Fujiyama Power System Limited, incorporated in 2017, is one of the leading manufacturers & solution providers in the roof top solar business. Fujiyama Power plans to strengthen its process by backward integrating its solar panel facility by setting up DCR cell plant. Moreover, they also plan to further expand its existing capacities in solar panels, inverters & batteries to strengthen its position as a leading domestic solar energy solutions provider. Fujiyama Power System could be one of the biggest beneficiary due to government initiative like Rooftop Solar Scheme Phase II, PM-KUSUM, PM Surya Ghar-Muft Bijli yojna, solar park development, and the National Wind-Solar Hybrid Policy. The company aims to expand its reach through a curated distribution model and gradually scaling their UTL Solar Shoppe network to meet growing demand.

At the upper price band, the company is valued at P/E of 45x FY25 EPS, implying a post-issue market capitalization of Rs.69,862 million post issue of equity shares.

Considering these factors, the IPO appears fully priced and is rated **"Subscribe – Long Term."**

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