

Keeping India's new rooftop solar homes producing

Rooftrue is a care subscription for home solar: remote monitoring, panel cleaning and repair visits. India added 50 lakh solar homes in about two years, and almost none of them have a service plan.

50.6 lakh

HOMES WITH ROOFTOP SOLAR
UNDER PM SURYA GHAR (MNRE,
AUG 2026)

14.8 GW

ROOFTOP CAPACITY
COMMISSIONED (MNRE, AUG
2026)

1 crore

HOUSEHOLD TARGET BY
FY2026-27

MARKET SIZING

Monitor

Inverter data checked daily for drops.

Repair

Fault visits within 72 hours.

Clean

Quarterly panel wash by trained crews.

Report

Monthly units and savings on WhatsApp.



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TAM, SAM and SOM at ₹1,500 per home per year

Primary Responsive Acceleration

Home counts are from MNRE releases. The ₹1,500 yearly price is Rooftrue's planned subscription, so every rupee figure below is our estimate.

LAYER	HOMES	BASIS	YEARLY VALUE
TAM	1 crore	Scheme target for FY2026-27	₹1,500 Cr
Installed today	50.6 lakh	MNRE, Aug 2026	₹759 Cr
SAM	17.5 lakh	Installs financed by concessional loans	₹262 Cr
SOM, year 3	1 lakh	2% of installed base, our target	₹15 Cr ARR

Loan-financed homes are the first segment, because lenders want the panels to keep producing.

ESTIMATES

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The installed base is growing faster every month

Homes with rooftop solar, in lakh

MNRE data



Daily installs rose from 5,038 in October 2025 to about 16,328 in July 2026, when a record 5.06 lakh homes were added in one month.

Fast growth

The base roughly doubled between Dec 2025 and Aug 2026.

Money at stake

12 lakh homes earned ₹421 Cr selling surplus power in FY2024-25.

Fragmented installers

29,469 active vendors, mostly small local firms.



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Every new install is a home that will need cleaning and repairs for 25 years.



PRODUCT

One subscription for the life of the system

Homeowners pay ₹125 a month. Rooftrue connects to the inverter, flags a drop in output and sends a crew. Dust alone can cut output noticeably on Indian roofs, so cleaning protects the savings families signed up for.

Inverter link

Works with the common inverter brands used under the scheme.

Crew network

Partner installers do visits, so we add income to their slow months.

Lender channel

Banks offer the plan at loan sign-up.

WhatsApp first

Alerts, bookings and reports in Hindi and English.

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From one city to the top five solar states

Milestones for the next 36 months.



Q1 2027

Pilot city

2,000 homes in one metro with two installer partners.



Q3 2027

Lender deal

First bank bundles Rooftrue with its solar loan.



Q1 2028

20,000 homes

Three states, 150 crews.



Q3 2028

Repairs marketplace

Inverter and panel replacement on demand.



Q4 2029

1 lakh homes

₹15 Cr ARR, the SOM target.

Raising ₹5 Cr seed



Goal

20,000 paying homes in 18 months.

Where the numbers come from

Public government data only. Rupee market values are Rooftrue estimates built on these counts.

Primary Responsive Acceleration

FIGURE	VALUE	SOURCE	DATE
Homes installed	50.6 lakh	MNRE via DD India	Aug 2026
Homes installed	24 lakh	MNRE in Rajya Sabha, News On AIR	Dec 2025
Homes installed	10 lakh	News On AIR	Mar 2025
Outlay and target	₹75,021 Cr, 1 crore homes	IBEF scheme summary	Feb 2024 launch

Links are listed in the speaker notes and the cover email.