

# Lighting Afghanistan

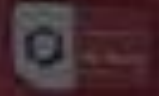
*CATALYZING MARKETS FOR MODERN OFF-GRID ENERGY*



*Creating Markets, Creating Opportunities*



April 10, 2019



# SOLAR-PAY AS YOU GO

CHERAGHE KHANA SERVICE FOR RURAL COMMUNITIES IN AFGHANISTAN



LIGHTING AFGHANISTAN



AWCC Cheraghe Khana



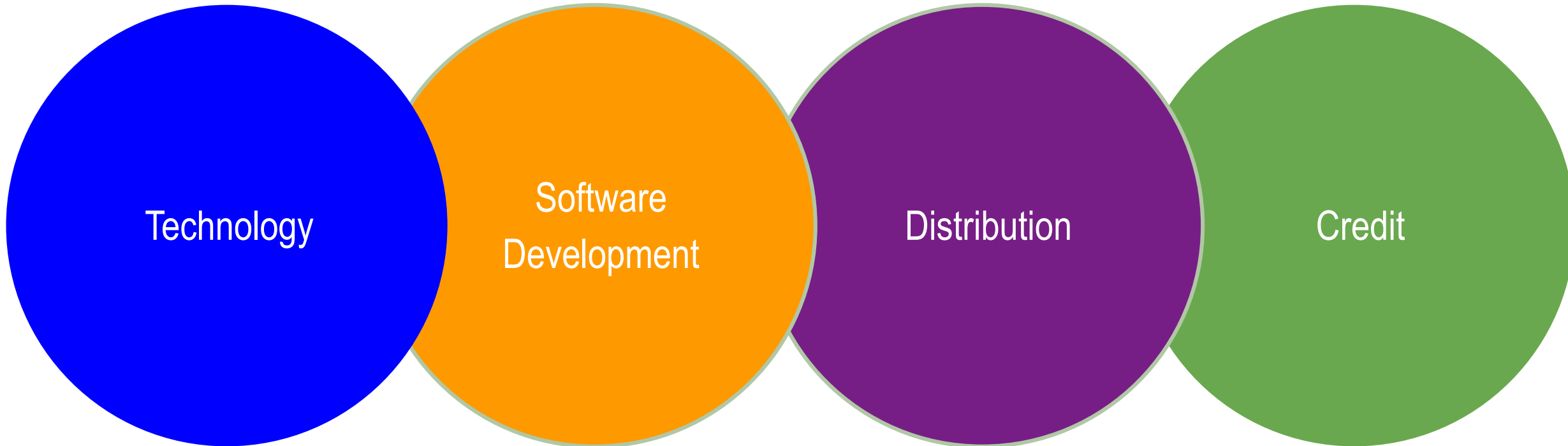
**AWCC and Lighting Afghanistan launch of Solar PAYGO – Cheraghe Khana**

# What is PAYGO Solar? It's energy services for off-grid households

- It's a business model allowing poor households access solar energy by paying in periodic installments.
- It's both a technology (metering) and a financing (selling product on credit).
- In Afghanistan, AWCC is launching the first PAYGO for solar products

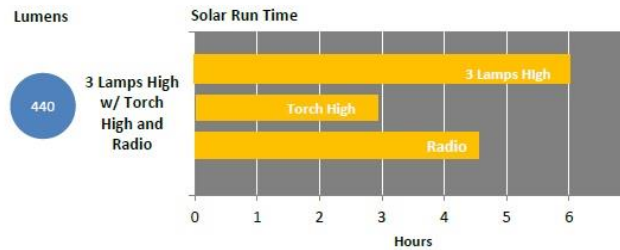


# Four Businesses in One



# PAYGO solar

From basic, lights only solar home systems...



**PAYG** Pay-As-You-Go Enabled

- Meets Lighting Global Quality Standards
- Mobile Charging
- 4 Light Points

...to those with appliances



\*Quality Verified TV sold separately

\*\* Control unit may have a metal or plastic housing. Plastic housing pictured above.

- Meets Lighting Global Quality Standards
- Mobile Charging
- PAYG** Pay-As-You-Go Option Available

Available Daily Electrical Energy (Wh/day)

100

Lumens

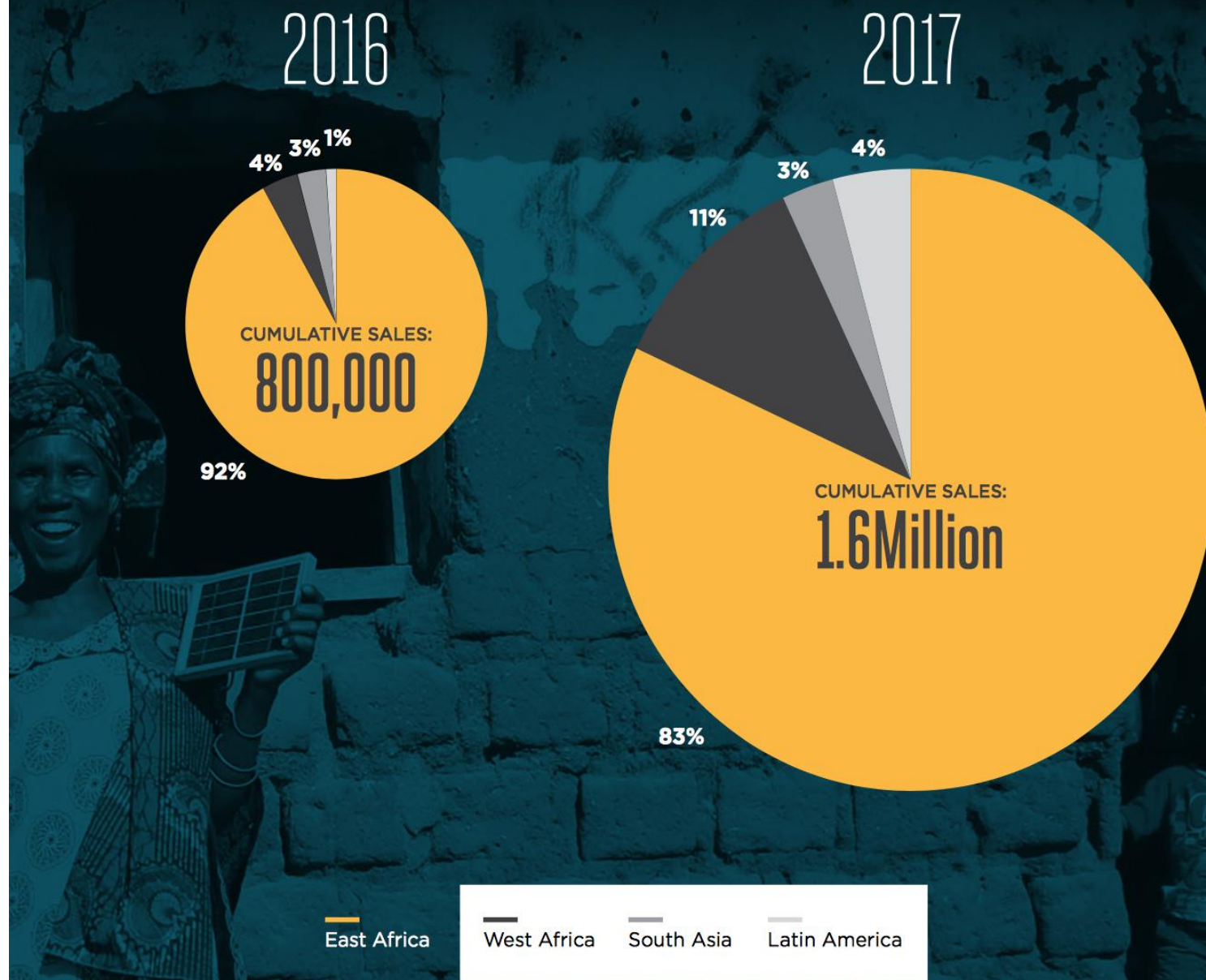
1200

6 Light Points

3 5-volt USB Ports

3 12-volt Ports

## Share of total PAYG sales by region



# PAYGO Sales Statistics

- There has been an increase in PAYG companies from 2 in early 2013 to more than 10 in 2018
- 8% growth in PAYGO SHS sales outside of East Africa
- Over 800,000 sales in the first semester of 2018 alone.
- PAYG sales still only account for 1.5% of total Global solar sales

**VERY PRELIMINARY** data from  
the market assessment: 600+  
users of SHS

- 99 % of users of Solar Home Systems in Afghanistan believe that solar is a reliable (or very reliable) source of energy
- AVG price: from 56 USD in Kandahar to 95 USD in Panjshir
- AVG Wattage: from 56 W in Balkh to 140 W in Kandahar
- 44% of respondents claims that battery last 1 year or less
- 69% of respondents claims that bulbs last 1 year or less
- mostly purchased in Province centers or district headquarters

