



**SOLATO SMART SOLUTIONS**

**FROM IDEA TO IMPACT**  
**WE BUILD SMART SOLAR BUSINESS**

**Business Consultants Tech Market**

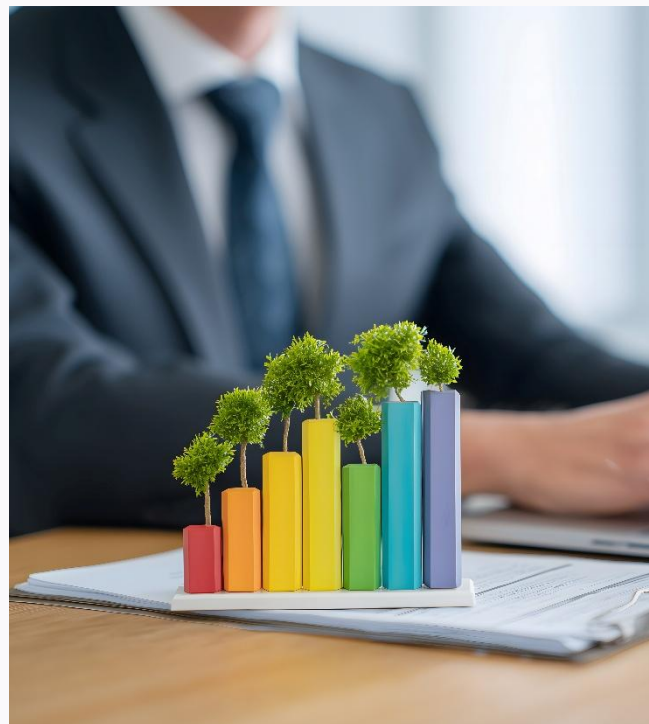
[www.solato.io](http://www.solato.io)



## ABOUT US:

**Solato Smart Private Limited** is a Pakistan-based renewable energy and consultancy firm, headquartered in Islamabad. We specialize in **on-grid solar solutions, smart technologies, and business development consultancy**. With over **12 MW of solar PV systems** installed across residential, commercial, and industrial sectors, we provide complete turnkey services—from system design and installation to after-sales support—ensuring reliability, innovation, and compliance with international standards.

Alongside solar, Solato offers **Business Development Consultancy for technology companies**, leveraging over **18 years of experience with top multinationals** including ITEL, Dunext, Hinen, Coca-Cola, Pepsi, Reckitt Benckiser, Abudawood Pakistan, Shan Foods, Shakarganj Foods, Lotte Kolson, TUX, and many others. We help businesses establish distribution networks, drive sustainable sales growth, and build strong brands. Backed by a skilled team of consultants, engineers, and project managers, Solato is committed to **sustainability, growth, and long-term value creation**.



# HOW CAN WE HELP YOU



- 01 MARKET RESEARCH AND STRATEGY DEVELOPMENT**
- 02 BRANDING AND MARKETING**
- 03 SALES CHANNEL DEVELOPMENT**
- 04 SUSTAINABLE SALES GLIDEPATH**
- 05 PRODUCT TRAINING AND SUPPORT**
- 06 DIGITAL TRANSFORMATION**
- 07 CSR AND SUSTAINABILITY INITIATIVES**
- 08 REGULATORY AND COMPLIANCE SUPPORT**
- 09 R & M LABS SUPPORT**

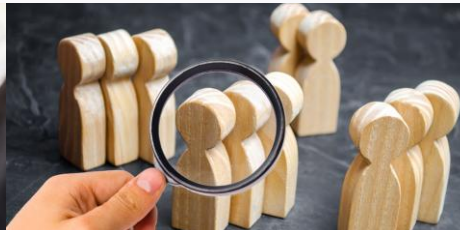
# MARKET RESEARCH AND STRATEGY DEVELOPMENT

We conduct in-depth market research and strategic planning to help brands understand the solar energy landscape in Pakistan, identify opportunities, and position themselves for success.



### Market Analysis

- Conduct an in-depth analysis of the solar energy market in Pakistan.
- Identify the latest trends in the market, customers' behavior, and the new opportunities for solar brands to grow and succeed.



### Market Identification

- Identify high-potential regions and target customers, including residential, commercial, and industrial sectors, to help brands focus on areas with the greatest growth potential.



### Competitor Benchmarking

- Analyze competitors' product portfolios, pricing strategies, and marketing approaches to uncover opportunities for differentiation and market leadership.

# BRANDING AND MARKETING

Building a strong brand is key to establishing trust and recognition in the market. We provide branding and marketing services tailored to emphasize innovation, reliability, and affordability.



## 01 BRAND IDENTITY CREATION

Develop a strong brand narrative highlighting reliability, innovation, and affordability.

## 02 DIGITAL MARKETING CAMPAIGNS

Execute campaigns on platforms like Google Ads, Facebook, Instagram, and LinkedIn.

## 03 CONTENT CREATION

Share video feedback from happy customers to build trust.  
Develop videos to understand the product usage and features.  
Develop brochures with helpful info.

## 04 EVENT PLANNING

Organize exhibitions, trade shows, and awareness sessions to showcase products and foster partnerships.



# SALES CHANNEL DEVELOPMENT

We assist brands in building robust sales channels to ensure accessibility and availability across all major regions and customer segments.



Identify and onboard distributors and wholesalers across major cities and regions.

## **Distribution Network Establishment**



Partner with solar EPC installers to integrate the product into large-scale projects seamlessly.

## **EPC Collaboration**

## **Retail Expansion**

Partnerships with authorized dealers and sub dealers.

# DISTRIBUTION NETWORK AND SUSTAINABLE SALES GLIDEPATH



Build a robust distribution network for solar inverters and related products

## **Nationwide Network Development**

Provide ongoing support to help brands achieve and maintain market share targets.

## **Market Share Monitoring**

## **Sustainable Growth Strategy**

Develop a sales glidepath to support consistent growth and market penetration.



# PRODUCT TRAINING AND SUPPORT



## Installer and Dealer Training

Conduct technical workshops and certification programs to enhance the skills of installers and dealers, ensuring proper product installation and customer satisfaction.



## Customer Education

Create user-friendly guides, instructional videos, and FAQs to help end-users maximize the efficiency and performance of their products.



## Technical Support System

Establish a structured complaint-handling system. Timely follow-ups, troubleshooting, and daily online monitoring.





# DIGITAL TRANSFORMATION

We enable brands to adopt digital solutions for streamlined operations, enhanced product offerings, and better customer engagement.



E-Commerce Integration

- Develop and optimize online sales platforms, including websites and mobile apps, to facilitate seamless product availability and customer engagement.



IoT and Monitoring Solutions

- Help inverter companies integrate advanced features like mobile apps for real-time system monitoring, enhancing product appeal and functionality.



CRM Implementation

- Assist in deploying customer relationship management systems to improve sales tracking, after-sales service, and customer retention.

# CSR AND SUSTAINABILITY INITIATIVES

Promoting sustainability and social impact is at the core of our services, helping brands make a difference while expanding their reach.



## 01 Social Responsibility & Inclusive Growth

Partner with Universities, government bodies, and NGOs to bring solar energy solutions to underprivileged and remote areas, driving social impact and expanding market reach.

## Sustainability-Focused CSR Campaigns

Design impactful CSR campaigns that highlight the environmental and social benefits of adopting solar energy solutions.



## REGULATORY AND COMPLIANCE SUPPORT

**01**

### Policy Advocacy

Work with government bodies to understand and influence solar policies, ensuring brands stay ahead of regulatory changes and benefit from available incentives.

**02**

### Regulatory Assistance

Offer comprehensive guidance on compliance requirements, certifications, and tax benefits for importing and selling solar products in Pakistan.

**03**

### Subsidy Programs

Assist end-users in accessing government or NGO-driven subsidy programs designed to promote solar adoption.



## CONTACT US

To learn more about our services or discuss a potential project, please reach out to us through our website or follow us on our social media channels. Solato Smart Private Limited is here to help you take the next step toward a sustainable energy future.

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