

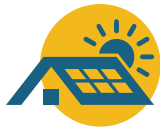
# ELAINE MARKETING AND PROMOTIONS PRIVATE LIMITED (ELAINE SOLAR AFRICA)



Zimbabwe

Solar Home Systems

US\$790,000



## Tapping into existing marketing systems to distribute solar home systems

Elaine Marketing and Promotions Private Limited delivers banking products to the unbanked market primarily in rural areas. The company has recently diversified into the distribution of solar home systems which is now a key part of their portfolio. Through REACT SSA, the company is scaling up the accessibility and affordability of modern solar home systems to households and businesses across Zimbabwe, by availing these systems on credit.



### Expected Impact

- 30,000 households reached.
- 105 direct jobs created.
- 550 SMEs benefiting.
- 150,000 people reached.