EESL introduces India's first Super-Efficient Air Conditioner in Chennai

- *The 1.5 TR Inverter Split super-efficient ACs are available at an attractive price of Rs. 41,300 (including GST) with one-year free warranty at EESLmart.in*

- *These ACs are 50 percent more efficient than BEE 3-star rated ACs and 20 percent more efficient than BEE 5-star rated ACs currently available in the market*

Chennai, 25th August 2019: Energy Efficiency Services Limited (EESL), a joint venture of four public sector enterprises under the Ministry of Power, Government of India, today announced the expansion of its Super- Efficient Air Conditioner Programme to Chennai and five more cities. Adding to its presence in Delhi-NCR, EESL is now selling these Super-Efficient ACs in Chennai, Bengaluru, Mumbai, Kolkata, Hyderabad and Jaipur. The company aims to sell 10,000 ACs in next 3 months and another 40,000 in next 6 – 8 months, before summer sets in. The company is also looking to sell 20,000 Super-Efficient ACs in Chennai individually in next two years, targeting domestic consumers and institutions, including government premises.

Commenting on the occasion, **Mr S. P. Garnaik, Chief General Manager (Technical), EESL** said: "Chennai is situated on the south east coast of India and also falls in the tropical zone. These two factors cumulatively result in making Chennai's weather extremely hot and humid. Even in the month of August and September, the average temperature of the city hops between 30 to 35 degree Celsius. This clearly underlines the need for effective and affordable cooling in the city. Besides promoting energy efficiency, this programme will help in reducing the peak power demand in the city. We received lots of queries from Chennai and sensed a huge demand for our Super-Efficient ACs. With the expansion of the programme to Chennai, consumers here will now have access to a more sustainable and affordable cooling option.

"The consumers here can expect remarkable savings in their electricity bills, to the tune of INR 4000 annually, when compared to 3-star regular AC available in the market" he added.

Manufactured by **Voltas**, these Super-Efficient ACs (SEAC) will be sold exclusively through EESL's e-commerce portal, ***EESLmart.in***, in order to enhance the entire consumer experience and enable access to state-of-the-art technology with just a click on the mouse or a tap on their smartphones. These ACs are available at an attractive price of **Rs. 41,300** (including GST and delivery charges) with one-year

free warranty. Over the past one month since its launch, the programme has already witnessed 10,000 registrations on the website. EESL is also offering a hassle-free service experience, comprising of seamless complaint redressal support during the life of the programme, attractive EMI options through selective banks, installation within 72 working hours after payment, and a buyback option for customers looking to upgrade their AC.

These Super-Efficient 1.5 TR Inverter Split ACs are 20 percent more efficient than BEE 5-star ACs and 50 percent more efficient than BEE 3-star ACs, currently available in the Indian market. It also uses a R-32 refrigerant with low Global Warming Potential that delivers superior cooling, along with lower adverse environmental impact. The Super-Efficient ACs undergo no de-rating even at 43 degrees Celsius, which leads to continuous effective cooling even at high temperatures up to 52 degree Celsius.

Under the Super-Efficient AC Programme, EESL will be selling 50,000 ACs on a first come, first served basis in the first phase. It is expected that deploying these 50,000 ACs would save 145.5 million kWh (i.e. about Rs 120 crore per annum) of electricity per year, mitigating around 1,20,000 t CO2 annually. The approximate investment for this project would be around Rs 190 crore and will be partially supported by a grant from the Global Environment Facility (GEF). Additionally, the Asian Development Bank (ADB) is providing necessary grant support and loan, with United Nations Environment Program (UNEP) providing technical assistance.

The programme directly addresses the prospect of the nearly four-fold increase in energy consumption from buildings and cooling appliances in India by 2032, while also addressing goals of India’s Cooling Action Plan and Hydrochloroflurocarbons Phase Out Management Plan (HPMP), enabling achievement of India’s targets under the Kigali and Paris Agreements.

Once this pilot programme (of 50,000 SEAC) is successfully completed, we aim to deploy about 2,00,000 SEACs through innovative business models targeting both, residential and institutional consumers on a pan India basis. EESL will explore opportunities to engage utilities, institutions, commercial / industrial establishments etc. for demand aggregation and scaling-up of this programme.

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(For publication/broadcast)