

EESL to rope in private agencies to boost sales



10th March 2021

Article Date	Headline / Summary	Publication	Edition	Page No.	Journalist
Mainlines					
10 Mar 2021	EESL to rope in private agencies to boost sales	The Morning Standard	New Delhi	10	Bureau
10 Mar 2021	EESL to rope in private agencies to boost sales	The New Indian Express	Bangalore	13	Bureau
10 Mar 2021	EESL to rope in private agencies to boost sales	The New Indian Express	Hyderabad	10	Bureau
10 Mar 2021	EESL to rope in private agencies to boost sales	The New Indian Express	Chennai	13	Bureau
10 Mar 2021	EESL torope in private agencies to boost sales	The New Indian Express	Bhubaneswar	12	Bureau
Online					
11 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	New Kerala	Online Web	42167	Bureau
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	ANI News	Online Web	819038	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Atlanta Indian	Online Web	4858	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Austin Indian	Online Web	1144	Bureau
10 Mar 2021	EESL calls private players for energy efficient products	Big News Network	Online Web	NA	Bureau
10 Mar 2021	EESL invites private players to boost adoption of energy efficient products and services in India	Climate Samurai	Online Web	1575	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Dallas Indian	Online Web	2017	Bureau
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	Delhi Live News	Online Web	135	Bureau

10 Mar 2021	EESL Invites Private Players to Boost Adoption of Energy Efficient Products and Services in India	Energy Infra Post	Online Web	29800	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Houston Indian	Online Web	818	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Idaho Indian	Online Web	74	Bureau
10 Mar 2021	EESL calls private players for energy efficient products	India's News	Online Web	518	Bureau
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	Indian Economic Observer	Online Web	328	Bureau
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services Mar 10, 2021	Indian News Network	Online Web	225	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Investment Guru India	Online Web	276462	Bureau
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	Karnataka Live	Online Web	270	Bureau
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	Kashmir Breaking News	Online Web	99	Bureau
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	Kashmir Newslite	Online Web	99	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Kentucky Indian	Online Web		Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	LA Indian	Online Web	961	Bureau
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	Lokmat	Online Web	200767	Bureau
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	Maharashtra Samachar	Online Web		Bureau

10 Mar 2021	EESL to boost adoption of energy efficient products, services	Miami Indian	Online Web	194	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	MO Indian	Online Web	213	Bureau
10 Mar 2021	EESL invites private players to boost adoption of energy efficient products and services in India Posted On March 10, 2021	MTI News	Online Web	2285	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	New Kerala	Online Web	42167	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services Original text	NM Indian	Online Web	176	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Oh Indian	Online Web	182	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Orlando Indian	Online Web	386	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Philadelphia Indian	Online Web	318	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Phoenix Indian	Online Web	1421	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Portland Indian	Online Web		Bureau
10 Mar 2021	EESL invites private players to boost sales across product categories	Powerline Magazine	Online Web	9083	Bureau
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	Punjab Live	Online Web		Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	San Antonio Indian	Online Web	232	Bureau

10 Mar 2021	EESL to boost adoption of energy efficient products, services	SD Indian	Online Web	319	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Seattle Indian	Online Web	14032	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Sify	Online Web	NA	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Tampa Bay Indian	Online Web	888	Bureau
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	The Daily Guardian	Online Web	15656	Bureau
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	The Fact News	Online Web	45509	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Tnindian	Online Web	365	Bureau
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	Top Story	Online Web	NA	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Virginia Indian	Online Web	352	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Vishva Times	Online Web	49488	Bureau
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	Web India 123	Online Web	508587	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Web India 123	Online Web	508587	Bureau
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	Webindia123	Online Web	NA	Bureau
10 Mar 2021	EESL to boost adoption of energy efficient products, services	Webindia123	Online Web	NA	Bureau

10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	West Bengal Khabar	Online Web	26	Bureau
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	Yahoo Finance India	Online Web	1728497	Bureau
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	Yahoo News India	Online Web	NA	ANI
10 Mar 2021	EESL calls private players to boost adoption of energy efficient products, services	Zee5	Online Web	NA	ANI
9 Mar 2021	EESL to boost adoption of energy efficient products, services	Daiji World	Online Web	2469065	Bureau
9 Mar 2021	EESL Invites Private Players to Boost Adoption of Energy Efficient Products & Services in India	Energetica India	Online Web	11814	Manu Tayal
9 Mar 2021	EESL invites private players to boost sales across product categories	Energy Infra Post	Online Web	29800	Bureau
9 Mar 2021	EESL invites private players to boost adoption of energy efficient products and services in India	EQ International	Online Web	NA	Bureau
9 Mar 2021	EESL invites private players to boost sales across product categories	ET Energyworld	Online Web	281519	Bureau
9 Mar 2021	EESL to boost adoption of energy efficient products, services	IANS	Online Web	11762	Bureau
9 Mar 2021	EESL invites private players to boost adoption of energy efficient products and services in India	IPM News	Online Web		Bureau
9 Mar 2021	EESL invites private players to boost adoption of energy efficient products and services in India	Konexio Network	Online Web	705	Bureau
9 Mar 2021	EESL to boost adoption of energy efficient products, services	Lokmat	Online Web	200767	Bureau

9 Mar 2021	EESL to boost adoption of energy efficient products, services	Pro Kerala	Online Web	9550892	Bureau
9 Mar 2021	EESL to boost adoption of energy efficient products, services	Siasat	Online Web	2214437	Bureau
9 Mar 2021	EESL to induct demand aggregators under "Success Fee Model"	T&D India	Online Web	1617	Venugopal Pillai
9 Mar 2021	EESL to boost adoption of energy efficient products, services	TFI Post	Online Web	1140143	Bureau
9 Mar 2021	EESL invites private players to boost adoption of energy efficient products	The Cambay Post	Online Web	256	Bureau
9 Mar 2021	EESL To Boost Adoption Of Energy Efficient Products, Services	The Hawk	Online Web	30214	Bureau
9 Mar 2021	EESL to boost adoption of energy efficient products, services	Window To News	Online Web	5312	Bureau

Mainlines

Published Date	10 Mar 2021	Publication	The Morning Standard
Edition	New Delhi	Page No	10
Circulation	10,000		

EXPRESS READ

EESL to rope in private agencies to boost sales

Chennai: Energy Efficiency Services Limited (EESL) – a joint venture under the Ministry of Power – has decided to rope in private firms To boost sales of its product and services. The company will empanel corporate sales agencies, direct sales agencies, dealers and retailers and other demand aggregators, including ESCOs with requisite experience under the Success Fee Model. In order to establish an efficient sales channel, EESL is proposing the Demand Aggregation Module for some of its key programmes such as, super-efficient air-conditioner programme and retrofit of air-conditioning to improve indoor air quality for safety and efficiency, the company said.

Published Date	10 Mar 2021	Publication	The New Indian Express
Edition	Bangalore	Page No	13
Circulation	39,712		

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Published Date	10 Mar 2021	Publication	The New Indian Express
Edition	Hyderabad	Page No	10
Circulation	25,000		

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Published Date	10 Mar 2021	Publication	The New Indian Express
Edition	Chennai	Page No	13
Circulation	155,000		

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Published Date	10 Mar 2021	Publication	The New Indian Express
Edition	Bhubaneswar	Page No	12
Circulation	30,651		

EESL to rope in private agencies to boost sales

Chennai: Energy Efficiency Services Limited (EESL) – a joint venture under the Ministry of Power – has decided to rope in private firms To boost sales of its product and services. The company will empanel corporate sales agencies, direct sales agencies, dealers and retailers and other demand aggregators, including ESCOs with requisite experience under the Success Fee Model. In order to establish an efficient sales channel, EESL is proposing the Demand Aggregation Module for some of its key programmes such as, super-efficient air-conditioner programme and retrofit of air-conditioning to improve indoor air quality for safety and efficiency, the company said.

Online

Website:	New Kerala	Word count	308
Published Date	11 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services

<https://www.newkerala.com/news/2021/38418.htm>

New Delhi, March 10: Energy Efficiency Services Ltd (EESL) has decided to empanel corporate sales agencies, dealers and retailers besides other demand aggregators to maximise the adoption of energy efficient products and services across the country.

The EESL is a joint venture of NTPC Ltd, Power Finance Corporation, Rural Electrification Corporation and Power Grid Corporation under the Ministry of Power that seeks to unlock energy efficiency market estimated to be Rs 74,000 crore.

The EESL said it will follow a success fee model to boost sale of its various products and services.

"While there has been considerable uptake of energy efficient solutions facilitated by us, we now seek to further stimulate their adoption by involving private players in the energy efficiency journey," said Managing Director Rajat Sud.

"India has immense potential for adoption of energy efficient products and services. Our extensive catalogue of energy efficient solutions has been indispensable in mainstreaming energy efficiency and bringing consumers into the fold of sustainability," he said in a statement.

Animesh Mishra, Chief General Manager, said involving private players to bolster the sales and distribution chain has seen considerable success in an array of sectors.

"This approach can now potentially create a wider net for the distribution and adoption of energy efficiency solutions as well. I look forward to a fruitful engagement and partnership with the private sector," he said.

EESL has proposed the demand aggregation module for some of its key programmes like super-efficient airconditioner programme, retrofit of airconditioning to improve indoor air quality for safety and efficiency, unnat jyoti by affordable LEDs for all, national motor replacement programme and integrated energy efficiency services.

India has been focused on ramping up energy efficiency across industry sectors. The use of energy efficient solutions can reduce peak power demand and emissions considerably, and thus help the country in its climate action efforts.

[ANI]

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Website:	ANI News	Word count	311
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services

<https://www.aninews.in/news/business/business/eesl-calls-private-players-to-boost-adoption-of-energy-efficient-products-services20210310121622>

New Delhi [India], March 10 (ANI): Energy Efficiency Services Ltd (EESL) has decided to empanel corporate sales agencies, dealers and retailers besides other demand aggregators to maximise the adoption of energy efficient products and services across the country.

The EESL is a joint venture of NTPC Ltd, Power Finance Corporation, Rural Electrification Corporation and Power Grid Corporation under the Ministry of Power that seeks to unlock energy efficiency market estimated to be Rs 74,000 crore.

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India has been focused on ramping up energy efficiency across industry sectors. The use of energy efficient solutions can reduce peak power demand and emissions considerably, and thus help the country in its climate action efforts. (ANI)

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Website:	Atlanta Indian	Word count	296
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.atlantaindian.com/desi/newsdetail.asp?id=644679>

With the aim to maximise the adoption of energy efficient products and services in the country, Energy Efficiency Services Limited (EESL), a joint venture under Ministry of Power, has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers and Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

Through this, EESL seeks to boost and expand the sale of its various existing and new products and services in the markets.

In order to establish an efficient sales channel, EESL is proposing the Demand Aggregation Module for some of its key programmes such as, Super-Efficient Air-Conditioner Programme, Retrofit of Air-conditioning to improve Indoor Air Quality for Safety and Efficiency (RAISE), Unnat Jyoti by Affordable LEDs for All (UJALA), National Motor Replacement Programme, Integrated Energy Efficiency Services (IEES), among others.

This kind of approach will provide a win-win proposition for both EESL and its channel partners, the company said in a statement.

EESL will benefit from an extensive sales network, while the partners will be able to leverage EESL's credible market presence and high quality solutions, the statement added.

Speaking about this new approach, Rajat Sud, MD, EESL said, "India has immense potential for the adoption of energy efficient products and services. Our extensive catalogue of energy efficient solutions have been indispensable in mainstreaming energy efficiency in India, and bringing the consumers into the fold of sustainability. While, there has been considerable uptake of energy efficient solutions in India, facilitated by us, we now seek to further stimulate their adoption, by involving the private players in the energy efficiency journey."

India has been focused on ramping up energy efficiency across sectors and use of energy efficient solutions has been identified as a valuable proposition. The use of energy efficient solutions can reduce India's peak power demand and emissions considerably, and thus help the nation in its climate action efforts.

EESL is a joint venture of NTPC Limited, Power Finance Corporation, Rural Electrification Corporation and POWERGRID. It was set up under Ministry of Power to facilitate implementation of energy efficiency projects.

--IANS

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Website:	Austin Indian	Word count	60
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.austinindian.com/desi/newsdetail.asp?id=644679>

With the aim to maximise the adoption of energy efficient products and services in the country, Energy Efficiency Services Limited (EESL), a joint venture under Ministry of Power, has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers and Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

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Website:	Big News Network	Word count	630
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players for energy efficient products

<https://www.bignewsnetwork.com/news/268066554/eesl-calls-private-players-for-energy-efficient-products>

Energy Efficiency Services Ltd (EESL) has decided to empanel corporate sales agencies, dealers and retailers besides other demand aggregators to maximise the adoption of energy efficient products and services across the country.

The EESL is a joint venture of NTPC Ltd, Power Finance Corporation, Rural Electrification Corporation and Power Grid Corporation under the Ministry of Power that seeks to unlock energy efficiency market estimated to be Rs 74,000 crore.

The EESL said it will follow a success fee model to boost sale of its various products and services.

"While there has been considerable uptake of energy efficient solutions facilitated by us, we now seek to further stimulate their adoption by involving private players in the energy efficiency journey," said Managing Director Rajat Sud.

"India has immense potential for adoption of energy efficient products and services. Our extensive catalogue of energy efficient solutions has been indispensable in mainstreaming energy efficiency and bringing consumers into the fold of sustainability," he said in a statement.

Animesh Mishra, Chief General Manager, said involving private players to bolster the sales and distribution chain has seen considerable success in an array of sectors.

"This approach can now potentially create a wider net for the distribution and adoption of energy efficiency solutions as well. I look forward to a fruitful engagement and partnership with the private sector," he said.

EESL has proposed the demand aggregation module for some of its key programmes like super-efficient airconditioner programme, retrofit of airconditioning to improve indoor air quality for safety and efficiency, unnat jyoti by affordable LEDs for all, national motor replacement programme and integrated energy efficiency services.

India has been focused on ramping up energy efficiency across industry sectors. The use of energy efficient solutions can reduce peak power demand and emissions considerably, and thus help the country in its climate action efforts. (ANI)

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Website:	Climate Samurai	Word count	558
Published Date	10 Mar 2021	Journalist:	Bureau

EESL invites private players to boost adoption of energy efficient products and services in India

<https://climatesamurai.com/solar/eesl-invites-private-players-to-boost-adoption-of-energy-efficient-products-and-services-in-india/>

With the aim to maximise the adoption of energy efficient products and services in the country, Energy Efficiency Services Limited (EESL) has decided

to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers & Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

Through this, EESL seeks to boost and expand the sale of its various existing and new products and services in the markets.

In order to establish an efficient sales channel, EESL is proposing the Demand Aggregation Module for below some of its key programmes such as, Super-Efficient Air-Conditioner Programme, Retrofit of Air-conditioning to improve Indoor Air Quality for Safety and Efficiency (RAISE), Unnat Jyoti by Affordable LEDs for All (UJALA), National Motor Replacement Programme, Integrated Energy Efficiency Services (IEES), among others.

This kind of approach will provide a win-win proposition for both EESL and its channel partners. Herein, EESL will benefit from an extensive sales network, while the partners will be able to leverage EESL's credible market presence and high quality solutions.

Speaking about this new approach, Rajat Sud, MD, EESL said, India has immense potential for the adoption of energy efficient products and services. Our extensive catalogue of energy efficient solutions have been indispensable in mainstreaming energy efficiency in India, and bringing the consumers into the fold of sustainability. While, there has been considerable uptake of energy efficient solutions in India, facilitated by us, we now seek to further stimulate their adoption, by involving the private players in the energy efficiency journey.

Animesh Mishra, Chief General Manager/ Head (Sales & CCPR) said, Involving private players to bolster the sales and distribution chain has seen considerable success in an array of sectors. This approach can now potentially create a wider net for the distribution and adoption of energy efficiency solutions as well. I look forward to a fruitful engagement and partnership with the private sector.

India has been focused on ramping up energy efficiency across sectors and use of energy efficient solutions has been identified as a valuable proposition.

The use of energy efficient solutions can reduce India's peak power demand and emissions considerably, and thus help the nation in its climate action efforts.

EESL also organised a Channel Partners/ Demand Aggregators Empanelment Meet today to connect with potential partners and create awareness about its new approach, with the aim to catalyse energy efficiency in the country.

EESL has entered into a pact with the National Highways Authority of India (NHAI) for setting up solar power projects, energy efficient LED lighting and EV charging stations at NHAI establishments. Energy Efficiency Services Limited (EESL) is a joint venture under the power ministry. A Memorandum of Understanding (MoU) was

In "Electric Vehicles"

Energy Efficiency Services Limited (EESL) completed 10 years of scaling up energy efficiency programmes in India and globally. Established in 2009 to unlock the potential of energy efficiency, initiatives implemented by EESL have cumulatively led to energy savings of over 58 billion kWh and a reduction of over 46 million

In "Electric Vehicles"

Energy Efficiency Services Limited (EESL) will procure 250 electric vehicles from Tata Motors and Hyundai Motor India. The companies were selected through an international competitive bidding process, which was aimed at increased participation. Tata Motors Limited and Hyundai Motor India Limited won the tender. The duo will now supply 150

In "Electric Vehicles"

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Website:	Dallas Indian	Word count	356
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.dallasindian.net/desi/newsdetail.asp?id=644679>

With the aim to maximise the adoption of energy efficient products and services in the country, Energy Efficiency Services Limited (EESL), a joint venture under Ministry of Power, has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers and Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

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--IANS

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Website:	Delhi Live News	Word count	309
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services

<https://www.delhiliveneews.in/news/eesl-calls-private-players-to-boost-adoption-of-energy-efficient-products-services20210310121621/>

New Delhi [India], March 10 : Energy Efficiency Services Ltd (EESL) has decided to empanel corporate sales agencies, dealers and retailers besides other demand aggregators to maximise the adoption of energy efficient products and services across the country.

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Website:	Energy Infra Post	Word count	183
Published Date	10 Mar 2021	Journalist:	Bureau

EESL Invites Private Players to Boost Adoption of Energy Efficient Products and Services in India

<https://www.energyinfrapost.com/eesl-invites-private-players-to-boost-adoption-of-energy-efficient-products-and-services-in-india/>

With the aim to maximise the adoption of energy efficient products and services in India, Energy Efficiency Services Limited (EESL), a joint venture under the Ministry of Power, has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers and Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model. Through this, EESL seeks to boost and expand the sale of its various existing and new products and services in the markets.

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This kind of approach, the agency believes, will provide a win-win proposition for both itself and its channel partners. Herein, EESL will benefit from an extensive sales network, while the partners will be able to leverage EESLs credible market presence and high quality solutions.

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Website:	Houston Indian	Word count	60
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.houstonindian.net/desi/newsdetail.asp?id=644679>

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This kind of approach will provide a win-win proposition for both EESL and its channel partners, the company said in a statement.

EESL will benefit from an extensive sales network, while the partners will be able to leverage EESL's credible market presence and high quality solutions, the statement added.

Speaking about this new approach, Rajat Sud, MD, EESL said, "India has immense potential for the adoption of energy efficient products and services. Our extensive catalogue of energy efficient solutions have been indispensable in mainstreaming energy efficiency in India, and bringing the consumers into the fold of sustainability. While, there has been considerable uptake of energy efficient solutions in India, facilitated by us, we now seek to further stimulate their adoption, by involving the private players in the energy efficiency journey."

India has been focused on ramping up energy efficiency across sectors and use of energy efficient solutions has been identified as a valuable proposition. The use of energy efficient solutions can reduce India's peak power demand and emissions considerably, and thus help the nation in its climate action efforts.

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--IANS

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Website:	Idaho Indian	Word count	296
Published Date	10 Mar 2021	Journalist:	Bureau

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<https://www.idahoindian.com/desi/newsdetail.asp?id=644679>

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Website:	India's News	Word count	272
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players for energy efficient products

<https://www.indiasnews.net/news/268066554/eesl-calls-private-players-for-energy-efficient-products>

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"While there has been considerable uptake of energy efficient solutions facilitated by us, we now seek to further stimulate their adoption by involving private players in the energy efficiency journey," said Managing Director Rajat Sud.

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Animesh Mishra, Chief General Manager, said involving private players to bolster the sales and distribution chain has seen considerable success in an array of sectors.

"This approach can now potentially create a wider net for the distribution and adoption of energy efficiency solutions as well. I look forward to a fruitful engagement and partnership with the private sector," he said.

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India has been focused on ramping up energy efficiency across industry sectors. The use of energy efficient solutions can reduce peak power demand and emissions considerably, and thus help the country in its climate action efforts. (ANI)

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Website:	Indian Economic Observer	Word count	309
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services

<https://www.indianeconomicobserver.com/news/eesl-calls-private-players-to-boost-adoption-of-energy-efficient-products-services20210310121621/>

New Delhi [India], March 10 : Energy Efficiency Services Ltd (EESL) has decided to empanel corporate sales agencies, dealers and retailers besides other demand aggregators to maximise the adoption of energy efficient products and services across the country.

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Website:	Indian News Network	Word count	309
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services Mar 10, 2021

<https://www.indiannewsnetwork.net/news/eesl-calls-private-players-to-boost-adoption-of-energy-efficient-products-services20210310121621/>

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Website:	Investment Guru India	Word count	348
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://investmentguruindia.com/IndustryNews/EESL-to-boost-adoption-of-energy-efficient-products-services>

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Website:	Karnataka Live	Word count	309
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services

<https://www.karnatakalive.in/news/eesl-calls-private-players-to-boost-adoption-of-energy-efficient-products-services20210310121621/>

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Website:	Kashmir Breaking News	Word count	309
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services

<https://www.kashmirbreakingnews.com/news/eesl-calls-private-players-to-boost-adoption-of-energy-efficient-products-services20210310121621/>

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Website:	Kashmir Newslines	Word count	309
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services

<https://www.kashmirnewsline.in/news/eesl-calls-private-players-to-boost-adoption-of-energy-efficient-products-services20210310121621/>

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Website:	Kentucky Indian	Word count	356
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.kentuckyindian.com/desi/newsdetail.asp?id=644679>

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Website:	LA Indian	Word count	387
Published Date	10 Mar 2021	Journalist:	Bureau

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Website:	Lokmat	Word count	331
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services

<https://english.lokmat.com/business/eesl-calls-private-players-to-boost-adoption-of-energy-efficient-products-services/>

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(With inputs from ANI)

Disclaimer: This post has been auto-published from an agency feed without any modifications to the text and has not been reviewed by an editor

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Website:	Maharashtra Samachar	Word count	309
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services

<https://www.maharashtrasamachar.com/news/eesl-calls-private-players-to-boost-adoption-of-energy-efficient-products-services20210310121621/>

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Website:	Miami Indian	Word count	296
Published Date	10 Mar 2021	Journalist:	Bureau

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<https://www.miamiindian.net/desi/newsdetail.asp?id=644679>

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Website:	MTI News	Word count	417
Published Date	10 Mar 2021	Journalist:	Bureau

EESL invites private players to boost adoption of energy efficient products and services in India Posted On March 10, 2021

<https://mtinews.in/eesl-invites-private-players-to-boost-adoption-of-energy-efficient-products-and-services-in-india/>

New Delhi, March 9 2021: With the aim to maximise the adoption of energy efficient products and services in the country, Energy Efficiency Services Limited (EESL), a joint venture under Ministry of Power, Government of India, has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers & Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

Through this, EESL seeks to boost and expand the sale of its various existing and new products and services in the markets. In order to establish an efficient sales channel, EESL is proposing the Demand Aggregation Module for below some of its key programmes such as, Super-Efficient Air-Conditioner Programme, Retrofit of Air-conditioning to improve Indoor Air Quality for Safety and Efficiency (RAISE), Unnat Jyoti by Affordable LEDs for All (UJALA), National Motor Replacement Programme, Integrated Energy Efficiency Services (IEES), among others. This kind of approach will provide a win-win proposition for both EESL and its channel partners. Herein, EESL will benefit from an extensive sales network, while the partners will be able to leverage EESLs credible market presence and high quality solutions.

Speaking about this new approach, Mr Rajat Sud, MD, EESL said, India has immense potential for the adoption of energy efficient products and services. Our extensive catalogue of energy efficient solutions have been indispensable in mainstreaming energy efficiency in India, and bringing the consumers into the fold of sustainability. While, there has been considerable uptake of energy efficient solutions in India, facilitated by us, we now seek to further stimulate their adoption, by involving the private players in the energy efficiency journey.

Mr Animesh Mishra, Chief General Manager/ Head (Sales & CCPR) said, Involving private players to bolster the sales and distribution chain has seen considerable success in an array of sectors. This approach can now potentially create a wider net for the distribution and adoption of energy efficiency solutions as well. I look forward to a fruitful engagement and partnership with the private sector.

India has been focused on ramping up energy efficiency across sectors and use of energy efficient solutions has been identified as a valuable proposition. The use of energy efficient solutions can reduce Indias peak power demand and emissions considerably, and thus help the nation in its climate action efforts. EESL also organised a Channel Partners/ Demand Aggregators Empanelment Meet today to connect with potential partners and create awareness about its new approach, with the aim to catalyse energy efficiency in the country.

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Website:	New Kerala	Word count	353
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.newkerala.com/news/2021/38136.htm>

New Delhi, March 9: With the aim to maximise the adoption of energy efficient products and services in the country, Energy Efficiency Services Limited (EESL), a joint venture under Ministry of Power, has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers and Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

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This kind of approach will provide a win-win proposition for both EESL and its channel partners, the company said in a statement.

EESL will benefit from an extensive sales network, while the partners will be able to leverage EESL's credible market presence and high quality solutions, the statement added.

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EESL is a joint venture of NTPC Limited, Power Finance Corporation, Rural Electrification Corporation and POWERGRID. It was set up under Ministry of Power to facilitate implementation of energy efficiency projects.

[IANS]

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Website:	NM Indian	Word count	60
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services Original text

<https://www.nmindian.com/desi/newsdetail.asp?id=644679>

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Website:	Oh Indian	Word count	356
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.ohindian.com/desi/newsdetail.asp?id=644679>

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Website:	Orlando Indian	Word count	360
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.orlandoindian.com/desi/newsdetail.asp?id=644679>

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Website:	Philadelphia Indian	Word count	356
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.philadelphiaindian.com/desi/newsdetail.asp?id=644679>

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Website:	Phoenix Indian	Word count	356
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.phoenixindian.com/desi/newsdetail.asp?id=644679>

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Website:	Portland Indian	Word count	356
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.portlandindian.com/desi/newsdetail.asp?id=644679>

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Website:	Powerline Magazine	Word count	145
Published Date	10 Mar 2021	Journalist:	Bureau

EESL invites private players to boost sales across product categories

<https://powerline.net.in/2021/03/10/eesl-invites-private-players-to-boost-sales-across-product-categories/>

Energy Efficiency Services Limited (EESL) has invited corporate sales agencies, direct sales agencies, dealers and retailers and other demand aggregators, including Energy Service Companies (ESCOs) with required experience under the success fee model.

Through the move, EESL plans to expand the sale of its products and services. Their aim is to maximise the adoption of energy efficient products and services in the country. In order to establish an efficient sales channel, it is proposing the demand aggregation module for some of its key programmes such as Super-Efficient Air-Conditioner Programme, RAISE (Retrofit of Air-conditioning to improve Indoor Air Quality for Safety and Efficiency), UJALA (Unnat Jyoti by Affordable LEDs for All), National Motor Replacement Programme, IEES (Integrated Energy Efficiency Services) etc. EESL will benefit from an extensive sales network, while the partners will be able to leverage EESL's credible market presence and high quality solutions.

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Website:	Punjab Live	Word count	309
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services

<https://www.punjablive.news/news/eesl-calls-private-players-to-boost-adoption-of-energy-efficient-products-services20210310121621/>

New Delhi [India], March 10 : Energy Efficiency Services Ltd (EESL) has decided to empanel corporate sales agencies, dealers and retailers besides other demand aggregators to maximise the adoption of energy efficient products and services across the country.

The EESL is a joint venture of NTPC Ltd, Power Finance Corporation, Rural Electrification Corporation and Power Grid Corporation under the Ministry of Power that seeks to unlock energy efficiency market estimated to be Rs 74,000 crore.

The EESL said it will follow a success fee model to boost sale of its various products and services.

"While there has been considerable uptake of energy efficient solutions facilitated by us, we now seek to further stimulate their adoption by involving private players in the energy efficiency journey," said Managing Director Rajat Sud.

"India has immense potential for adoption of energy efficient products and services. Our extensive catalogue of energy efficient solutions has been indispensable in mainstreaming energy efficiency and bringing consumers into the fold of sustainability," he said in a statement.

Animesh Mishra, Chief General Manager, said involving private players to bolster the sales and distribution chain has seen considerable success in an array of sectors.

"This approach can now potentially create a wider net for the distribution and adoption of energy efficiency solutions as well. I look forward to a fruitful engagement and partnership with the private sector," he said.

EESL has proposed the demand aggregation module for some of its key programmes like super-efficient airconditioner programme, retrofit of airconditioning to improve indoor air quality for safety and efficiency, unnat jyoti by affordable LEDs for all, national motor replacement programme and integrated energy efficiency services.

India has been focused on ramping up energy efficiency across industry sectors. The use of energy efficient solutions can reduce peak power demand and emissions considerably, and thus help the country in its climate action efforts.

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Website:	San Antonio Indian	Word count	356
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.sanantonioindian.net/desi/newsdetail.asp?id=644679>

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This kind of approach will provide a win-win proposition for both EESL and its channel partners, the company said in a statement.

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Website:	SD Indian	Word count	296
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.sdindian.com/desi/newsdetail.asp?id=644679>

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Website:	Seattle Indian	Word count	356
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.seattleindian.com/seattle/newsdetail.asp?id=644679>

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Website:	Sify	Word count	350
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.sify.com/finance/eesl-to-boost-adoption-of-energy-efficient-products-services-news-news-vdjp4Odifbibe.html>

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Website:	Tampa Bay Indian	Word count	358
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.tampabayindian.com/desi/newsdetail.asp?id=644679>

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Website:	The Daily Guardian	Word count	311
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services

<https://theguardian.com/eesl-calls-private-players-to-boost-adoption-of-energy-efficient-products-services/>

New Delhi [India], March 10 (ANI): Energy Efficiency Services Ltd (EESL) has decided to empanel corporate sales agencies, dealers and retailers besides other demand aggregators to maximise the adoption of energy efficient products and services across the country.

The EESL is a joint venture of NTPC Ltd, Power Finance Corporation, Rural Electrification Corporation and Power Grid Corporation under the Ministry of Power that seeks to unlock energy efficiency market estimated to be Rs 74,000 crore.

The EESL said it will follow a success fee model to boost sale of its various products and services.

While there has been considerable uptake of energy efficient solutions facilitated by us, we now seek to further stimulate their adoption by involving private players in the energy efficiency journey, said Managing Director Rajat Sud.

India has immense potential for adoption of energy efficient products and services. Our extensive catalogue of energy efficient solutions has been indispensable in mainstreaming energy efficiency and bringing consumers into the fold of sustainability, he said in a statement.

Animesh Mishra, Chief General Manager, said involving private players to bolster the sales and distribution chain has seen considerable success in an array of sectors.

This approach can now potentially create a wider net for the distribution and adoption of energy efficiency solutions as well. I look forward to a fruitful engagement and partnership with the private sector, he said.

EESL has proposed the demand aggregation module for some of its key programmes like super-efficient airconditioner programme, retrofit of airconditioning to improve indoor air quality for safety and efficiency, unnat jyoti by affordable LEDs for all, national motor replacement programme and integrated energy efficiency services.

India has been focused on ramping up energy efficiency across industry sectors. The use of energy efficient solutions can reduce peak power demand and emissions considerably, and thus help the country in its climate action efforts. (ANI)

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Website:	The Fact News	Word count	311
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services

<https://thefactnews.in/eesl-calls-private-players-to-boost-adoption-of-energy-efficient-products-services/>

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Website:	Tnindian	Word count	296
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.tnindian.com/desi/newsdetail.asp?id=644679>

With the aim to maximise the adoption of energy efficient products and services in the country, Energy Efficiency Services Limited (EESL), a joint venture under Ministry of Power, has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers and Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

Through this, EESL seeks to boost and expand the sale of its various existing and new products and services in the markets.

In order to establish an efficient sales channel, EESL is proposing the Demand Aggregation Module for some of its key programmes such as, Super-Efficient Air-Conditioner Programme, Retrofit of Air-conditioning to improve Indoor Air Quality for Safety and Efficiency (RAISE), Unnat Jyoti by Affordable LEDs for All (UJALA), National Motor Replacement Programme, Integrated Energy Efficiency Services (IEES), among others.

This kind of approach will provide a win-win proposition for both EESL and its channel partners, the company said in a statement.

EESL will benefit from an extensive sales network, while the partners will be able to leverage EESL's credible market presence and high quality solutions, the statement added.

Speaking about this new approach, Rajat Sud, MD, EESL said, "India has immense potential for the adoption of energy efficient products and services. Our extensive catalogue of energy efficient solutions have been indispensable in mainstreaming energy efficiency in India, and bringing the consumers into the fold of sustainability. While, there has been considerable uptake of energy efficient solutions in India, facilitated by us, we now seek to further stimulate their adoption, by involving the private players in the energy efficiency journey."

India has been focused on ramping up energy efficiency across sectors and use of energy efficient solutions has been identified as a valuable proposition. The use of energy efficient solutions can reduce India's peak power demand and emissions considerably, and thus help the nation in its climate action efforts.

EESL is a joint venture of NTPC Limited, Power Finance Corporation, Rural Electrification Corporation and POWERGRID. It was set up under Ministry of Power to facilitate implementation of energy efficiency projects.

--IANS

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Website:	Top Story	Word count	313
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services

<https://www.topstory.online/eesl-calls-private-players-to-boost-adoption-of-energy-efficient-products-services/>

Energy Efficiency Services Ltd (EESL) has decided to empanel corporate sales agencies, dealers and retailers besides other demand aggregators to maximise the adoption of energy efficient products and services across the country.

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The EESL said it will follow a success fee model to boost sale of its various products and services.

"While there has been considerable uptake of energy efficient solutions facilitated by us, we now seek to further stimulate their adoption by involving private players in the energy efficiency journey," said Managing Director Rajat Sud.

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Website:	Virginia Indian	Word count	356
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.virginiaindian.net/desi/newsdetail.asp?id=644679>

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EESL will benefit from an extensive sales network, while the partners will be able to leverage EESL's credible market presence and high quality solutions, the statement added.

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--IANS

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Website:	Vishva Times	Word count	348
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://vishvetimes.com/eesl-to-boost-adoption-of-energy-efficient-products-services>

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Website:	Web India 123	Word count	304
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services

<https://news.webindia123.com/news/Articles/Business/20210310/3720856.html>

Energy Efficiency Services Ltd (EESL) has decided to empanel corporate sales agencies, dealers and retailers besides other demand aggregators to maximise the adoption of energy efficient products and services across the country.

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The EESL said it will follow a success fee model to boost sale of its various products and services.

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India has been focused on ramping up energy efficiency across industry sectors. The use of energy efficient solutions can reduce peak power demand and emissions considerably, and thus help the country in its climate action efforts. (ANI)

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Website:	Web India 123	Word count	353
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://news.webindia123.com/news/Articles/Business/20210310/3720684.html>

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India has been focused on ramping up energy efficiency across sectors and use of energy efficient solutions has been identified as a valuable proposition. The use of energy efficient solutions can reduce India's peak power demand and emissions considerably, and thus help the nation in its climate action efforts.

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--IANS sn/sdr/

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Website:	Webindia123	Word count	272
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services

<https://news.webindia123.com/news/articles/Business/20210310/3720856.html>

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Website:	Webindia123	Word count	302
Published Date	10 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://news.webindia123.com/news/articles/Business/20210310/3720684.html>

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--IANS sn/sdr/

(359 Words)

2021-03-09-20:42:14 (IANS)

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Website:	West Bengal Khabar	Word count	309
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services

<https://www.westbengalkhabar.in/news/eesl-calls-private-players-to-boost-adoption-of-energy-efficient-products-services20210310121621/>

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Website:	Yahoo Finance India	Word count	334
Published Date	10 Mar 2021	Journalist:	Bureau

EESL calls private players to boost adoption of energy efficient products, services

<https://in.finance.yahoo.com/news/eesl-calls-private-players-boost-065115458.html>

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Website:	Yahoo News India	Word count	311
Published Date	10 Mar 2021	Journalist:	ANI

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<https://in.news.yahoo.com/eesl-calls-private-players-boost-065115458.html>

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Website:	Zee5	Word count	311
Published Date	10 Mar 2021	Journalist:	ANI

EESL calls private players to boost adoption of energy efficient products, services

<https://www.zee5.com/zee5news/eesl-calls-private-players-to-boost-adoption-of-energy-efficient-products-services>

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Website:	Daiji World	Word count	353
Published Date	9 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.daijiworld.com/news/newsDisplay?newsID=809377>

New Delhi, Mar 9 (IANS): With the aim to maximise the adoption of energy efficient products and services in the country, Energy Efficiency Services Limited (EESL), a joint venture under Ministry of Power, has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers and Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

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Website:	Energetica India	Word count	366
Published Date	9 Mar 2021	Journalist:	Manu Tayal

EESL Invites Private Players to Boost Adoption of Energy Efficient Products & Services in India

<https://www.energetica-india.net/news/eesl-invites-private-players-to-boost-adoption-of-energy-efficient-products--services-in-india>

With an aim to maximise the adoption of energy efficient products and services in the country, state-owned Energy Efficiency Services Ltd (EESL) has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers & Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

With an aim to maximise the adoption of energy efficient products and services in the country, state-owned Energy Efficiency Services Ltd (EESL) has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers & Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

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This kind of approach will provide a win-win proposition for both EESL and its channel partners. Herein, EESL will benefit from an extensive sales network, while the partners will be able to leverage EESLs credible market presence and high quality solutions.

Commenting about this new approach, Rajat Sud, MD, EESL said, India has immense potential for the adoption of energy efficient products and services. Our extensive catalogue of energy efficient solutions have been indispensable in mainstreaming energy efficiency in India, and bringing the consumers into the fold of sustainability. While, there has been considerable uptake of energy efficient solutions in India, facilitated by us, we now seek to further stimulate their adoption, by involving the private players in the energy efficiency journey.

Involving private players to bolster the sales and distribution chain has seen considerable success in an array of sectors. This approach can now potentially create a wider net for the distribution and adoption of energy efficiency solutions as well. I look forward to a fruitful engagement and partnership with the private sector, said Animesh Mishra, Chief General Manager/ Head (Sales & CCPR).

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Website:	Energy Infra Post	Word count	199
Published Date	9 Mar 2021	Journalist:	Bureau

EESL invites private players to boost sales across product categories

<https://www.energyinfrapost.com/eesl-invites-private-players-to-boost-sales-across-product-categories/>

Energy Efficiency Services Ltd (EESL), a joint venture of public sector enterprises under the aegis of the power ministry, announced it will rope in private firms to boost sales across products and services it offers in the market.

The company will empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers & Retailers and other Demand Aggregators, including Energy Service Companies (ESCOs) with required experience under the Success Fee Model.

For example, in order to establish an efficient sales channel, EESL is proposing the Demand Aggregation module for its key programmes such as Super-Efficient Air-Conditioner Programme, Retrofit of Air-conditioning to improve Indoor Air Quality for Safety and Efficiency (RAISE) and Unnat Jyoti by Affordable LEDs for All (UJALA).

While there has been considerable uptake of energy efficient solutions in India facilitated by us we now seek to further stimulate their adoption, by involving private players in the energy efficiency journey, said Rajat Sud, Managing Director, EESL.

The company said the new approach will provide a win-win proposition for both EESL and its channel partners. EESL will benefit from an extensive sales network, while the partners will be able to leverage EESL's credible market presence and high quality solutions.

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Website:	EQ International	Word count	518
Published Date	9 Mar 2021	Journalist:	Bureau

EESL invites private players to boost adoption of energy efficient products and services in India

<https://www.eqmagpro.com/eesl-invites-private-players-to-boost-adoption-of-energy-efficient-products-and-services-in-india/>

With the aim to maximise the adoption of energy efficient products and services in the country, Energy Efficiency Services Limited (EESL), a joint venture under Ministry of Power, Government of India, has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers & Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model. Through this, EESL seeks to boost and expand the sale of its various existing and new products and services in the markets. In order to establish an efficient sales channel, EESL is proposing the Demand Aggregation Module for below some of its key programmes such as, Super-Efficient Air-Conditioner Programme, Retrofit of Air-conditioning to improve Indoor Air Quality for Safety and Efficiency (RAISE), Unnat Jyoti by Affordable LEDs for All (UJALA), National Motor Replacement Programme, Integrated Energy Efficiency Services (IEES), among others. This kind of approach will provide a win-win proposition for both EESL and its channel partners. Herein, EESL will benefit from an extensive sales network, while the partners will be able to leverage EESL's credible market presence and high quality solutions.

Speaking about this new approach, Mr Rajat Sud, MD, EESL said, *"India has immense potential for the adoption of energy efficient products and services. Our extensive catalogue of energy efficient solutions have been indispensable in mainstreaming energy efficiency in India, and bringing the consumers into the fold of sustainability. While, there has been considerable uptake of energy efficient solutions in India, facilitated by us, we now seek to further stimulate their adoption, by involving the private players in the energy efficiency journey."*

Mr Animesh Mishra, Chief General Manager/ Head (Sales & CCPR) said, *"Involving private players to bolster the sales and distribution chain has seen considerable success in an array of sectors. This approach can now potentially create a wider net for the distribution and adoption of energy efficiency solutions as well. I look forward to a fruitful engagement and partnership with the private sector."*

India has been focused on ramping up energy efficiency across sectors and use of energy efficient solutions has been identified as a valuable proposition. The use of energy efficient solutions can reduce India's peak power demand and emissions considerably, and thus help the nation in its climate action efforts. EESL also organised a Channel Partners/ Demand Aggregators Empanelment Meet today to connect with potential partners and create awareness about its new approach, with the aim to catalyse energy efficiency in the country.

About Energy Efficiency Services Limited (EESL)

A joint venture of NTPC Limited, Power Finance Corporation, Rural Electrification Corporation and POWERGRID, Energy Efficiency Services Limited (EESL) was set up under Ministry of Power to facilitate implementation of energy efficiency projects. EESL is a Super Energy Service Company (ESCO) that seeks to unlock energy efficiency market in India, estimated to at Rs. 74,000 crore that can potentially result in energy savings of up to 20 per cent of current consumption, by way of innovative business and implementation models. It also acts as the resource center for capacity building of State DISCOMs, ERCs, SDAs, upcoming ESCOs, financial institutions, etc.

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Website:	ET Energyworld	Word count	150
Published Date	9 Mar 2021	Journalist:	Bureau

EESL invites private players to boost sales across product categories

<https://energy.economictimes.indiatimes.com/news/power/eesl-invites-private-players-to-boost-sales-across-product-categories/81411768>

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Website:	IANS	Word count	107
Published Date	9 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

http://www.ianslive.in/index.php?param=news/EESL_to_boost_adoption_of_energy_efficient_products_services-767195/BUSINESS/5

New Delhi, March 9 (IANS) With the aim to maximise the adoption of energy efficient products and services in the country, Energy Efficiency Services

Limited (EESL), a joint venture under Ministry of Power, has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers and Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

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Website:	IPM News	Word count	412
Published Date	9 Mar 2021	Journalist:	Bureau

EESL invites private players to boost adoption of energy efficient products and services in India

<https://epunemetro.com/?p=17125>

New Delhi: With the aim to maximise the adoption of energy efficient products and services in the country, Energy Efficiency Services Limited (EESL), a joint venture under Ministry of Power, Government of India, has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers & Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

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Website:	Konexio Network	Word count	433
Published Date	9 Mar 2021	Journalist:	Bureau

EESL invites private players to boost adoption of energy efficient products and services in India

<https://www.konexionetwork.com/NewsDetails.aspx?newsid=f4b2f5f2-de24-4718-8802-0efe31a59dc9>

EESL invites private players to boost adoption of energy efficient products and services in India by Our Corresspondent
Mar 09, 2021

New Delhi : With the aim to maximise the adoption of energy efficient products and services in the country, Energy Efficiency Services Limited (EESL), a joint venture under Ministry of Power, Government of India, has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers & Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

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Website:	Lokmat	Word count	407
Published Date	9 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://english.lokmat.com/business/eesl-to-boost-adoption-of-energy-efficient-products-services/>

Author : IANS | March 9, 2021 08:42 PM New Delhi, March 9 With the aim to maximise the adoption of energy efficient products and services in ...

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This kind of approach will provide a win-win proposition for both EESL and its channel partners, the company said in a statement.

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(With inputs from IANS)

Disclaimer: This post has been auto-published from an agency feed without any modifications to the text and has not been reviewed by an editor

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Website:	Pro Kerala	Word count	352
Published Date	9 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.prokerala.com/news/articles/a1138618.html>

New Delhi, March 9: With the aim to maximise the adoption of energy efficient products and services in the country, Energy Efficiency Services Limited (EESL), a joint venture under Ministry of Power, has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers and Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

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Website:	Siasat	Word count	192
Published Date	9 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.siasat.com/eesl-to-boost-adoption-of-energy-efficient-products-services-2106756/>

New Delhi, March 9: With the aim to maximise the adoption of energy efficient products and services in the country, Energy Efficiency Services Limited (EESL), a joint venture under Ministry of Power, has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers and Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

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EESL will benefit from an extensive sales network, while the partners will be able to leverage EESLs credible market presence and high quality solutions, the statement added.

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Website:	T&D India	Word count	368
Published Date	9 Mar 2021	Journalist:	Venugopal Pillai

EESL to induct demand aggregators under “Success Fee Model”

<https://www.tndindia.com/eesl-to-induct-demand-aggregators-under-success-fee-model/>

EESL to induct demand aggregators under Success Fee Model With the aim to maximize the adoption of energy-efficient products and services

in the country, Energy Efficiency Services Ltd (EESL) has decided to empanel corporate sales agencies, direct sales agencies, dealers and retailers and other demand aggregators, including ESCOs with requisite under the Success Fee Model.

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This kind of approach will provide a win-win proposition for both EESL and its channel partners. Herein, EESL will benefit from an extensive sales network, while the partners will be able to leverage EESL's credible market presence and high quality solutions, a release from EESL said.

Speaking about this new approach, Rajat Sud, MD, EESL said, India has immense potential for the adoption of energy-efficient products and services. Our extensive catalog of energy efficient solutions has been indispensable in mainstreaming energy efficiency in India, and bringing the consumers into the fold of sustainability. While, there has been considerable uptake of energy efficient solutions in India, facilitated by us, we now seek to further stimulate their adoption, by involving the private players in the energy efficiency journey.

India has been focused on ramping up energy efficiency across sectors and use of energy efficient solutions has been identified as a valuable proposition. The use of energy efficient solutions can reduce India's peak power demand and emissions considerably, thus help the nation in its climate action efforts, the release added.

(Featured photograph for illustration only)

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Website:	TFI Post	Word count	356
Published Date	9 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://tfipost.com/ians-news/eesl-to-boost-adoption-of-energy-efficient-products-services/>

New Delhi, March 9 (IANS) With the aim to maximise the adoption of energy efficient products and services in the country, Energy Efficiency Services Limited (EESL), a joint venture under Ministry of Power, has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers and Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

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IANS

sn/sdr/

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Website:	The Cambay Post	Word count	409
Published Date	9 Mar 2021	Journalist:	Bureau

EESL invites private players to boost adoption of energy efficient products

<https://www.thecambaypost.com/eesl-invites-private-players-to-boost-adoption-of-energy-efficient-products/>

New Delhi With the aim to maximise the adoption of energy efficient products and services in the country, Energy Efficiency Services Limited (EESL), a joint venture under Ministry of Power, Government of India, has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers & Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

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Website:	The Hawk	Word count	358
Published Date	9 Mar 2021	Journalist:	Bureau

EESL To Boost Adoption Of Energy Efficient Products, Services

<http://www.thehawk.in/business/eesl-to-boost-adoption-of-energy-efficient-products-services-211718>

New Delhi: With the aim to maximise the adoption of energy efficient products and services in the country, Energy Efficiency Services Limited (EESL), a joint venture under Ministry of Power, has decided to empanel Corporate Sales Agencies, Direct Sales Agencies, Dealers and Retailers and other Demand Aggregators, including ESCOs with requisite under the Success Fee Model.

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Updated :

9 March 2021 5:17 PM

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Website:	Window To News	Word count	358
Published Date	9 Mar 2021	Journalist:	Bureau

EESL to boost adoption of energy efficient products, services

<https://www.windowtonews.com/news.php?id=424538>

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--IANS sn/sdr/

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