

## EE appliances may get cheaper by almost 30%, as EESL launches Demand Side Management (DSM) programme in the state of Odisha

**Odisha, November 12, 2021:** Energy Efficiency Services Limited (EESL), a JV under Ministry of Power will launch its new programme for utility-based Demand Side Management (DSM) in partnership with Distribution Utilities in Odisha. The launch event will be done in collaboration with the Institute of Sustainable Communities, and will be held on Monday, November 15, from 11 am to 2 pm at Mayfair Lagoons, Bhubaneswar, Odisha.

Further to the launch of the programme, EESL's energy efficient appliances like Super efficient ACs, energy efficient 5-star BLDC fans, LED lights and bulbs and energy efficient motors will all be available at 20-30% lesser prices than their typical market in the state of Odisha. Consumers will be encouraged to switch to these cost-saving appliances, which come with the dual benefit of lesser energy consumption and lower electricity bills. Additionally, the power distribution companies (DISCOMs) may be benefited by peak demand management and saved energy will be provided to new consumers without any added investments.

Several senior dignitaries will be gracing the event with their august presence. Shri Nikunja Bihari Dhal, IAS, Principal Secretary, Department of Energy, Govt of Odisha will be the guest of honour. Shri U.N. Behera, Honorable Chairman, OERC, will be the Chief of Guest; Shri Trilochan Panda, Managing Director, GRIDCO will be the special guests, followed by Shri S.P. Garnaik, Executive Director (Lighting) EESL and other senior officials from Institute of Sustainable Communities (ISC) and P4G.

EESL has partnered with four Distribution Utilities in Odisha for the launch of DSM programme – namely Tata Power Central Odisha Distribution Limited (TPCODL), TP Northern Odisha Distribution Limited (TPNODL), TP Southern Odisha Distribution Limited (TPSODL) and TP Western Odisha Distribution Limited (TPWODL) for this programme.

**Mr. S.P. Garnaik, Executive Director, EESL said,** *“EESL has been steering India’s energy transition for the last decade. The launch of the utility-based DSM programme in partnership with DISCOMs in Odisha will help enhance the functioning of companies by improving the reliability and quality of power supply, ensuring fewer power cuts and shortages, while minimising the operational costs borne by the DISCOMs. EESL’s strategic approach and expertise will be required to realise the goal of an energy efficient future in Odisha through such impactful projects.”*

Utilities are generally driven by the supply side, which includes a myriad of concerns such as energy optimization, network utilization, environment conservation, customer demand and regulatory issues among others. Demand side management (DSM) is a powerful alternative for the same, as it acts as a tool for distribution companies (DISCOMs) to analyze, develop and implement custom programmes, analyze cost efficiency, and effectively meet supply side concerns. DSM can minimize negative environmental impact of power generation and improve overall efficiency of the sector.

**About EESL:**



Energy Efficiency Services Limited (EESL), under the administration of Ministry of Power, Government of India, is working towards mainstreaming energy efficiency and is implementing the world's largest energy efficiency portfolio in the country. Thus far, EESL has distributed over 36 crore LED bulbs and retrofitted over 1.22 crore smart LED streetlights across India through self-sustaining commercial models. It has pioneered innovative business approaches to successfully roll-out large-scale programs that allow for incentive alignment across the value chain and rapidly drive transformative impact. EESL aims to leverage this implementation experience and exploit new opportunities in overseas market for diversification of its portfolio in UK, South Asia and South-East Asia.