Training program of Channel Partners
IEES Model & Super-Efficient Air Conditioner Program

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Integrated EE Services (IEES) Model: Channel Partner

Baseline Energy Consumption

30-50%

Resultant Energy Consumption

1. Lighting
   LED Technology

2. Air-Conditioner
   Super Efficient AC with ISEER > 5.2

3. EE Motor
   IE-3 Motor as per IS 12615

4. RAISE
   Retrofit of Airconditioning to Improve Indoor Air Quality for Safety and Efficiency

Industries
Govt. Buildings
Corporates
EESL’s Business Model

• Take the upfront **risk** of **investment** and **performance** for end consumers/users

• EESL funding of investment through Debt : Equity of 80:20 – Debt interest rate at actuals subject to maximum of 9.5%. Equity return at 14% (post tax)

• **Assure** end users of Pay As You Save (**PAYS**)  

• **Innovative** risk allocation of **procurement, installation, service and maintenance**

• **Aggregate demand** by including **incentives** for all stakeholders

• Putting out **large procurements** to **leverage economies to scale**

• Passing on the benefits to end users for more demand aggregation—**virtuous cycle**
DOs AND DON’Ts

- More Focus should be on B2B customer, due to higher running hours
- Emphasize on energy savings benefit to customer rather than price
- Check whether data is appropriately filled in received inventory sheet by customer
- No commitment on any price reduction or additional benefit without prior approval
- Keep EESL team informed always for avoiding incentive related conflict later.
- Always share your partner ID in all communications with EESL
Need for a Super Efficient RAC Program

Exponential Rise in Energy Requirement for cooling

Room ACs have highest share (42%) of energy consumption in buildings

Lower market share of 5 star ACs due to higher cost

FY 2019
134 TWh

FY 2037
525 TWh

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CURRENT AC MARKET – INDIA

Split ACs dominate the market share (88%) against Window ACs (12%)

8000000
AC Units sold per year, expected to increase by 4.5 times in next 2 decades

Around 66% of the ACs are 3 Star, followed by 5 Star which are 19%

1.5 TR ACs dominate the market share by 70% followed by 1TR ACs

Share of Split Inverter ACs expected to reach 50% in FY 2020

Source: EESL Market assessment Study
EESL Super Efficient ACs has one of the highest Indian Seasonal Energy Efficiency Ratio (ISEER) 5.4

In simple terms, this is equivalent to getting the highest mileage from your vehicle on every type of road.
Indian Seasonal Energy Efficiency Ratio (ISEER) is a performance parameter of energy efficiency in air-conditioning.

ISEER factors in seasonal variation of temperature and assigns the efficiency figure accordingly.

ISEER uses bin hours of national climatic zone, bin temperature range of 24 - 43°C and 1600 operating hours per annum.

Higher the ISEER value, lower the energy consumption, higher the cost savings.

- Higher the ISEER value
- Lower the energy consumption
- Higher the Cost Savings
ISEER RATING OF AC

**3 STAR AC**

**ENERGY EFFICIENCY**

**ISEER - 3.55**

Label Period: 29th June 2015 - 31st Dec 2017

- Appliance / Type: RAC / Split
- Brand: VOLTA
- Model / Year: 4502/18/2017
- Cooling Capacity (100%): 5200 (W)
- Cooling Capacity (70%): 3690 (W)
- Electricity Consumption: 1135.40 Units Per Year
- Variable Speed Compressor: Yes
- Heat Pump: No

**5 STAR AC**

**ENERGY EFFICIENCY**

**ISEER - 5.40**

Label Period: 1st Jan 2018 - 31st Dec 2020

- Appliance / Type: RAC / Split
- Brand: VOLTA
- Model / Year: 4502/12/2017
- Cooling Capacity (100%): 5200 (W)
- Cooling Capacity (70%): 3690 (W)
- Electricity Consumption: 756.67 Units Per Year
- Variable Speed Compressor: Variable Speed
- Heat Pump: No
Energy Consumption Comparison

- **₹ 7,954** (1,591 kWh) — 3 Star Non-Inverter AC (ISEER: 3.52)
- **₹ 6,263** (1,253 kWh) — 5 Star Inverter AC (ISEER: 4.5)
- **₹ 5,204** (1,041 kWh) — EESL Super-Efficient AC (ISEER: 5.4)

**Assumptions:**
- Annual Running hours: 2,200
- Electricity Tariff: INR 5.00

Increased savings from 3 Star (NI) AC: **~35%**
Increased savings from 5 Star (I) AC: **~17%**
SEAC: HIGH ISEER OF 5.4

Technical Specifications

- R-32 Eco Friendly Refrigerant with Zero Ozone Depletion Potential
- 1.5 TR Split Type AC
- Super Efficient Inverter Technology
- BEE 5 Star Rating Certified with Energy Efficiency Label
- 100% Copper for better durability & reliability
- Triple Filter Better Indoor Air Quality
- Wider Operating Voltage Range (147 V – 270 V)
UNMATCHED BENEFITS: Higher ISEER at lower price

- Lower price as compared to other 5 Star ACs
- Buyback of Old ACs with safe disposal
- Energy Consumption
- Prompt Service with 24/7 Helpline
- Prompt delivery even for Bulk orders
- Up to 5 years AMC option available
GUARANTEED EXCHANGE VALUE FOR OLD ACs

Safe disposal for Old ACs as specified by Ministry of Environment, Forest and Climate Change (MOEF&CC)

Equipment Inspection at Site

Collection of Old ACs by the EESL empanelled OEM itself

Safe Disposal as per MoEF guidelines under EESL Supervision

Guaranteed exchange value for your old ACs
How to procure EESL’s Super-Efficient ACs?

1. **Enquiry**
   - for ACs from Client

2. **Proposal**
   - submission by ESSL

3. **Offer**
   - Acceptance by Client

4. **Formal PO**
   - by client to ESSL

5. **Buyback**
   - of Old ACs through AC supplier/manufacturer

6. **Payment**
   - to ESSL as per agreed terms

7. **Delivery**
   - of ACs to Customer as per delivery schedule
PROGRAM STAKEHOLDERS

Implementing agency: EESL

Program Partners: UN Environment, ADB, gef

Supporting Partner: International Copper Association India (Copper Alliance)
GET IN TOUCH

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