



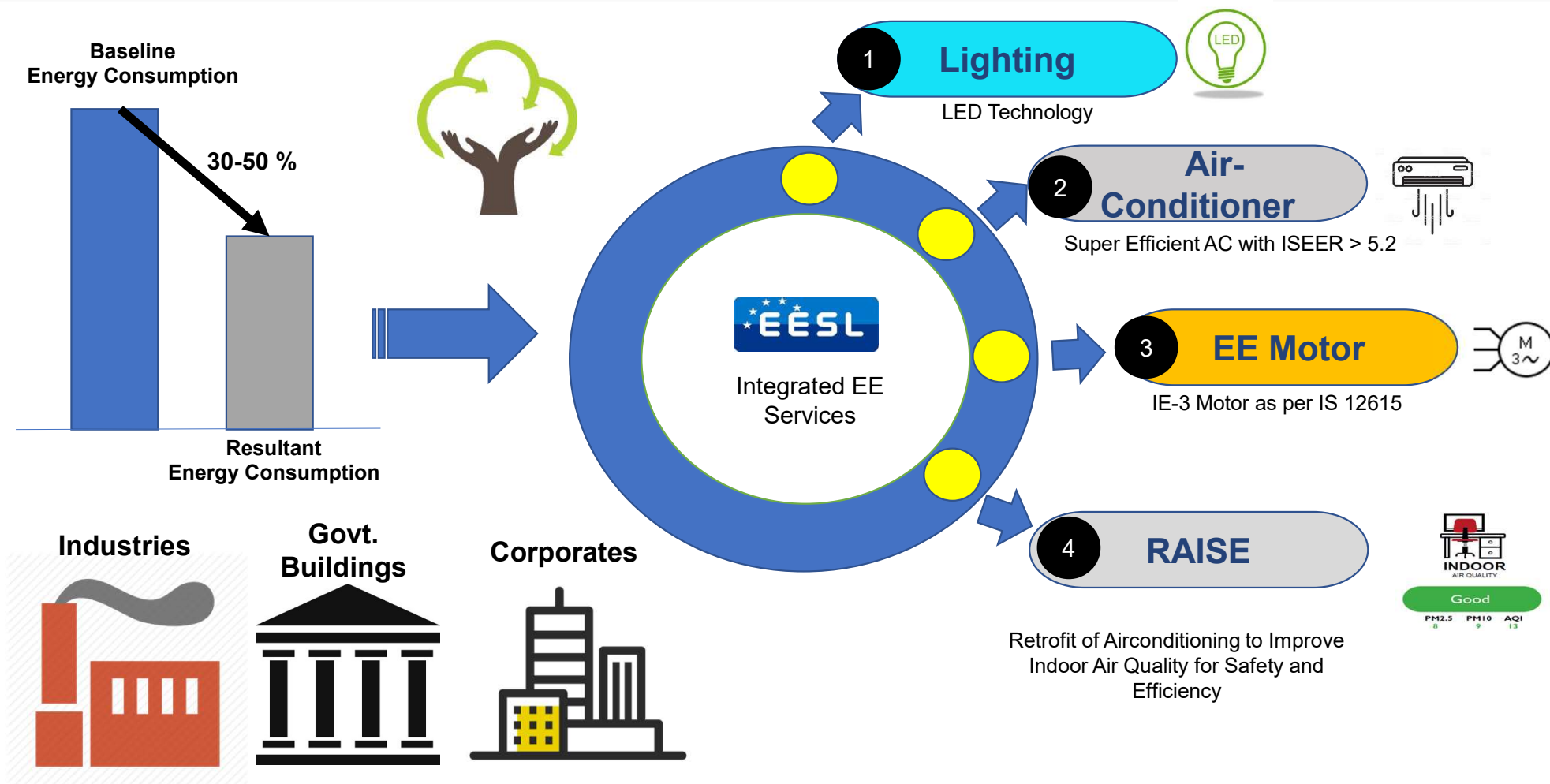
ENERGY EFFICIENCY SERVICES LIMITED
A JV of PSUs under the Ministry of Power

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



Girja Shankar,
General Manager (Tech.)
09th April 2021

Integrated EE Services (IEES) Model: Channel Partner



- 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



FY 2019
134 TWh



FY 2037
525 TWh



**Exponential
Rise** in Energy
Requirement
for cooling

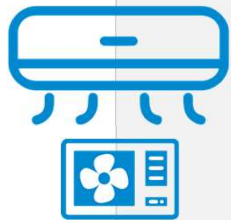


**Room ACs have
highest share
(42%)** of energy
consumption in
buildings



**Lower market
share of 5 star
ACs** due to
higher cost

CURRENT AC MARKET – INDIA



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

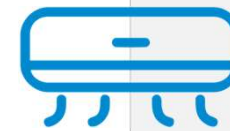


Around 66% of the ACs are 3 Star, followed by 5 Star which are 19%

8000000

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

Source: EESL Market assessment Study

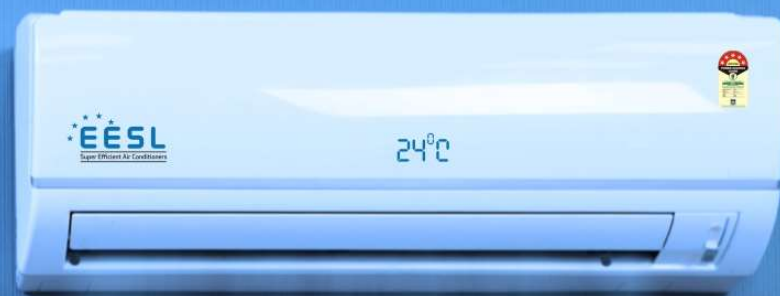


1.5 TR ACs dominate the market share by 70% followed by 1TR ACs



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

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.

KNOW ISEER – A NEW MEASURE OF ENERGY EFFICIENCY



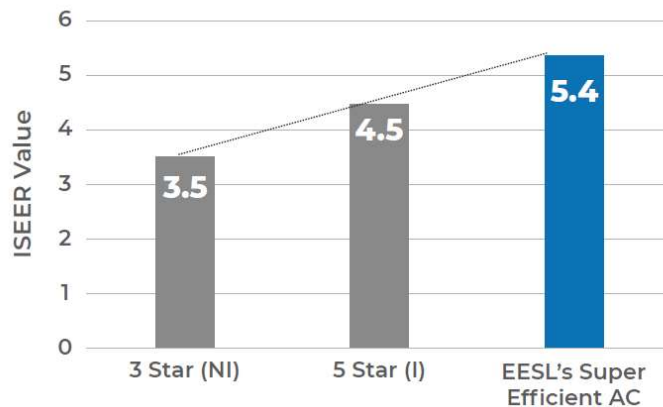
Indian Seasonal Energy Efficiency Ratio (ISEER) is an performance parameter of energy efficiency in air-conditioning



ISSER 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

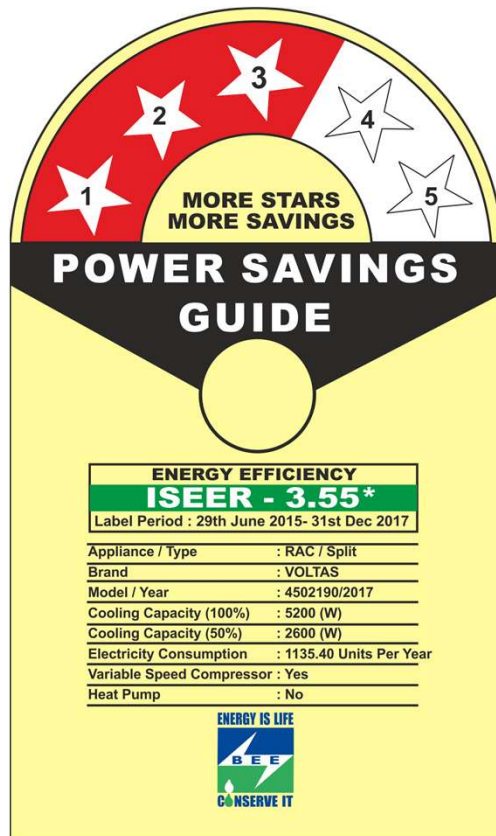


Lower the energy consumption

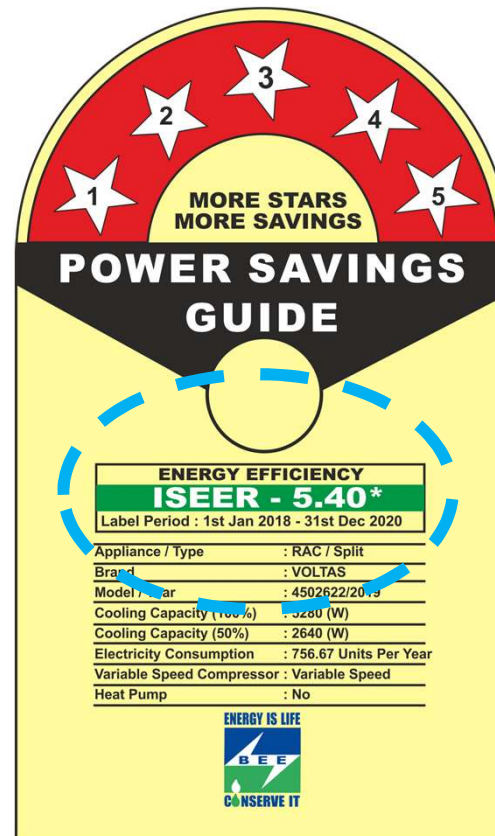


Higher the Cost Savings

ISEER RATING OF AC

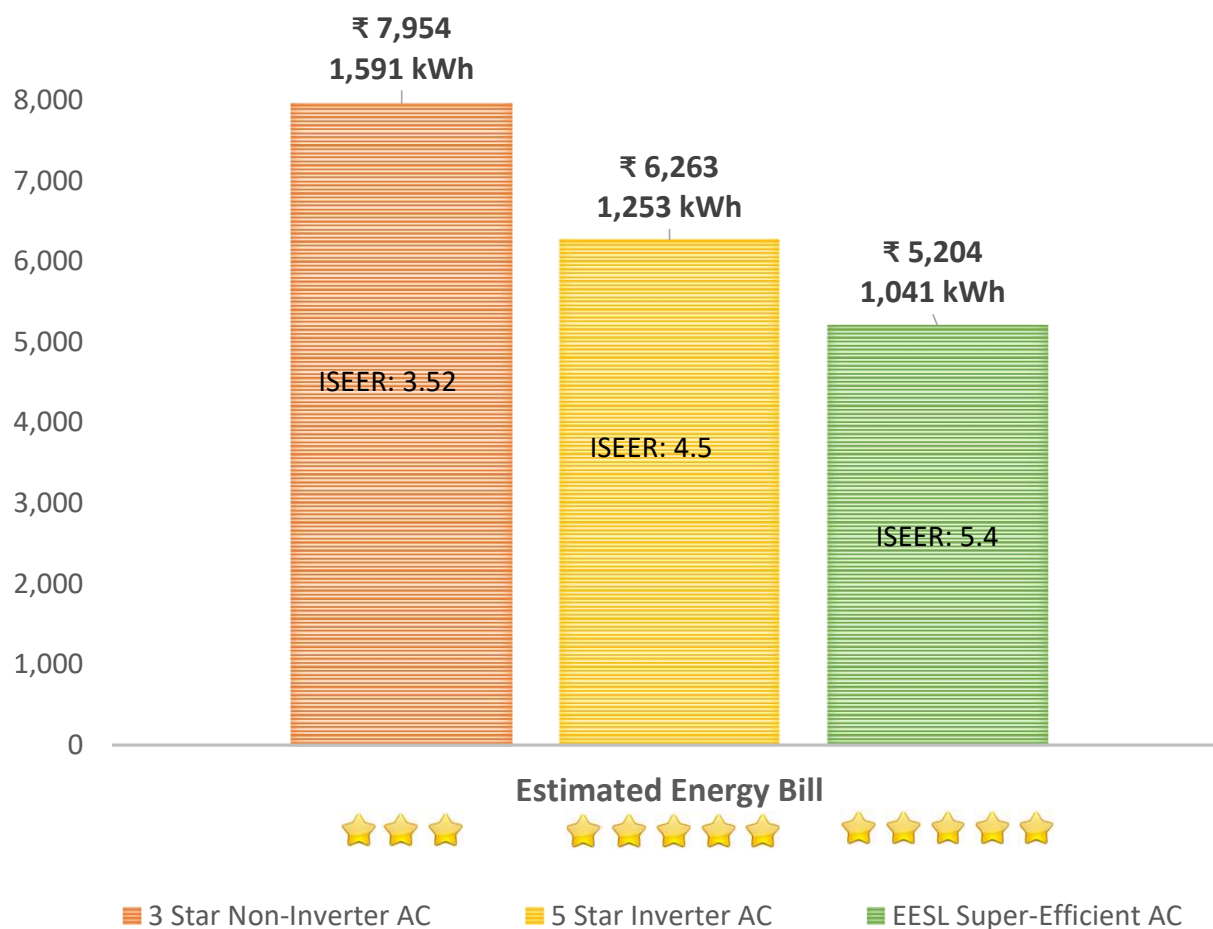


3 STAR AC



5 STAR AC

Energy Consumption Comparison



~35%

Increased savings
from 3 Star(NI) AC

~17%

Increased savings
from 5Star(I) AC

Assumptions:

Annual Running hours: 2,200

Electricity Tariff: INR 5.00

SEAC: HIGH ISEER OF 5.4



**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**

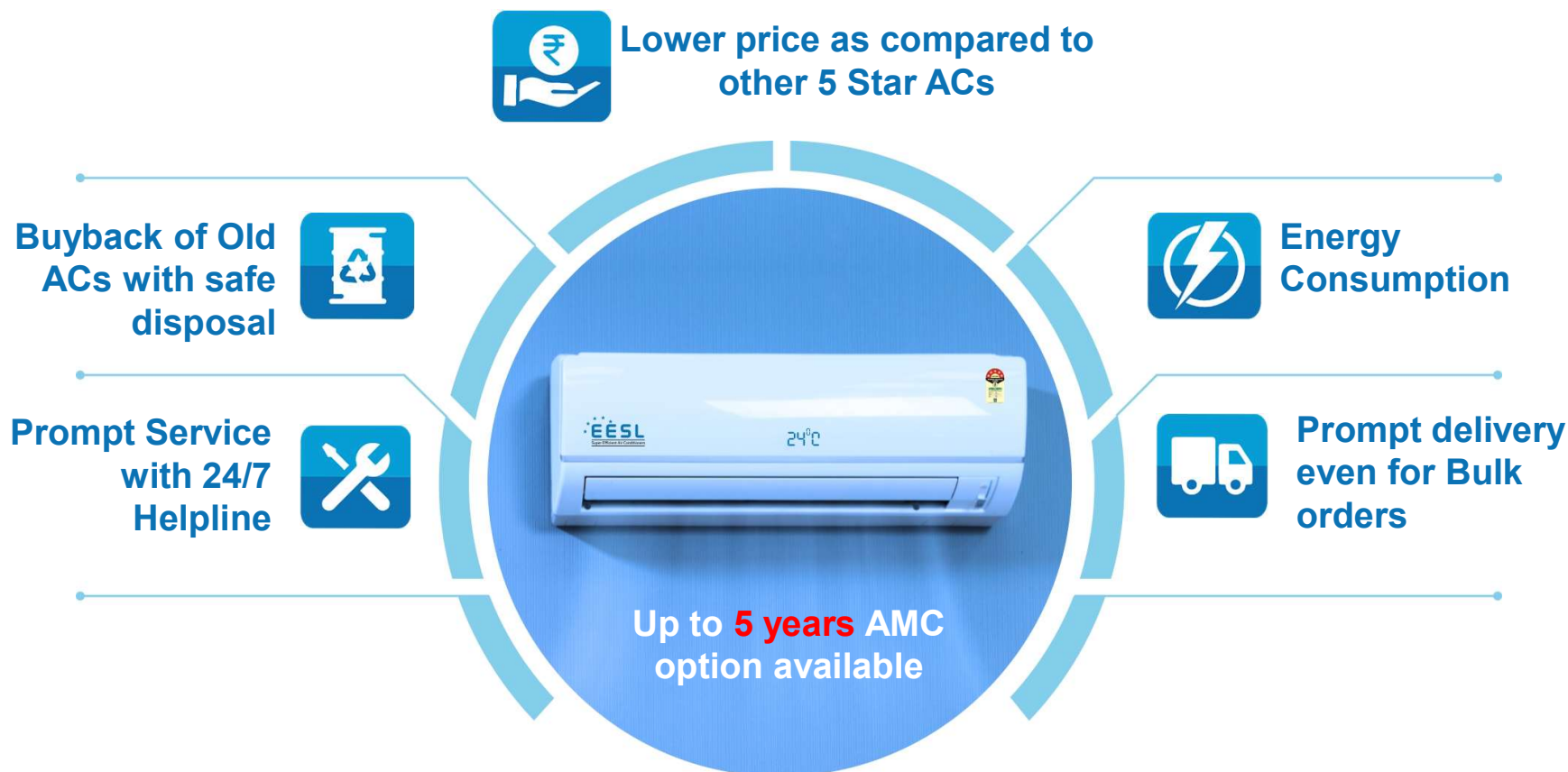
**Triple Filter
Better Indoor
Air Quality**

**Wider Operating
Voltage Range
(147 V – 270 V)**

**Technical
Specifications**



UNMATCHED BENEFITS: Higher ISEER at lower price



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



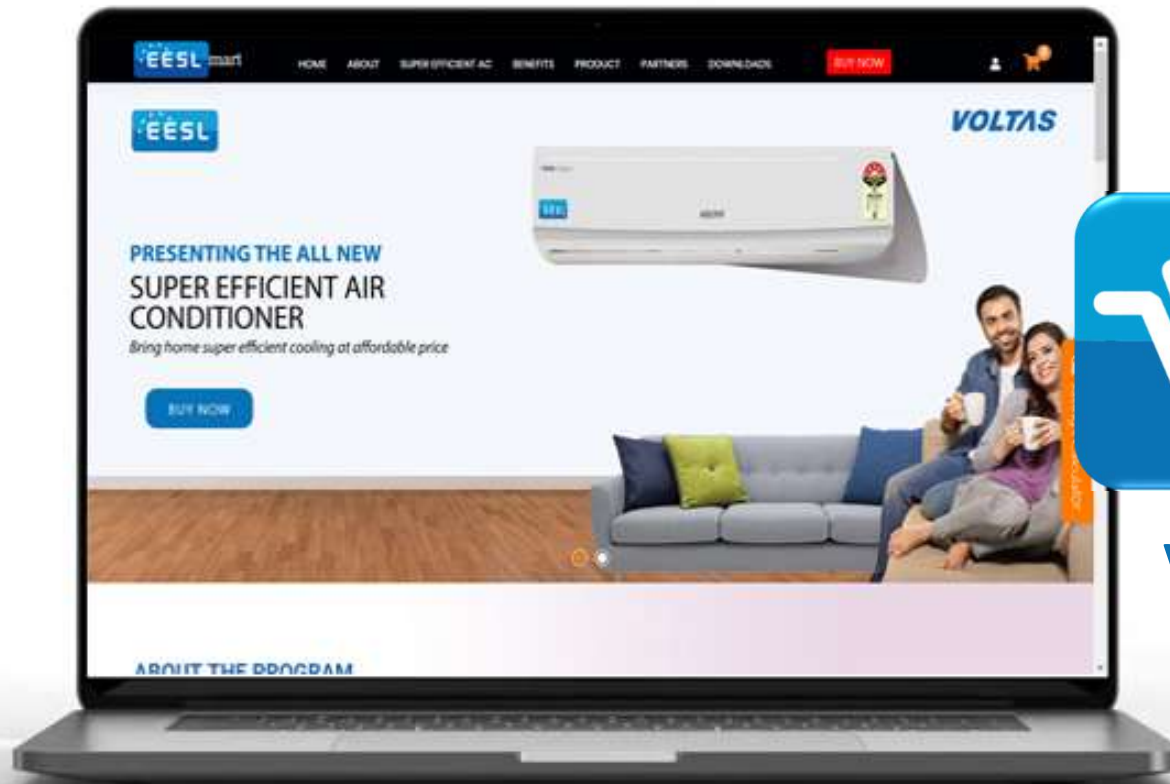
Safe Disposal as
per MoEF
guidelines under
EESL Supervision



Guaranteed
exchange value
for your old ACs



FOR RETAIL PROCUREMENT



Visit - <https://eeslmart.in>

EASY TO PROCURE, QUICK DELIVERY



How to procure EESL's Super-Efficient ACs?



PROGRAM STAKEHOLDERS



Implementing
agency



Program Partners



Supporting Partner



GET IN TOUCH



ENERGY EFFICIENCY SERVICES LIMITED
A JV of PSUs under the Ministry of Power

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