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Press Release

## **BRPL-EESL Join Hands to Launch 'Energy Efficient Appliance Program'**

**Consumers can buy optimally priced appliances on dedicated portal [www.EESLmart.in](http://www.EESLmart.in)**

- **First of its kind program in India - to create a road-map for similar programs across India**
- **Super Efficient ACs, Induction Cookers, Fans, LED Tubes and LED Bulbs will be on offer**
- **'Super Efficient Air Conditioning Program' is an intrinsic part of the overall initiative**
- **Global Environment Facility (GEF), an international partnership of 183 countries and stakeholders, Asian Development Bank (ADB) and United Nations Environment (UNEP) are part of the Super Efficient Air Conditioning Program**

New Delhi: With an objective to promote energy efficient technologies and appliances, BSES Rajdhani Power Limited (BRPL) and Energy Efficiency Services Limited (EESL) have entered into a strategic partnership to launch a 12-month pilot - 'Energy Efficient Appliance Program'. A first of its kind program in India, it will cover over 25 lakh residential and institutional consumers in South and West Delhi.

An agreement to the effect was signed between BRPL and EESL today. On the occasion, a dedicated web portal was launched.

Through this program, BRPL consumers would be able to procure several optimally priced energy efficient appliances, including the super efficient air conditioners. Infact, these ACs will be made available under the 'Super Efficient Air Conditioning Program', which is an intrinsic part of the overall 'Energy Efficient Appliance Program' and are around 40% more efficient than the current 3-star technology.

Besides promoting energy efficiency, the program will also help to reduce the peak power demand in South and West Delhi, enabling the two organisations to harness synergies to promote energy security and sustainability. It will also enable BRPL to leverage EESL's strengths, which will undertake all activities related to sourcing, supply, complaint management and redressal, and fulfilment of warranty obligations for the products.

Infact, applying its proven business model of demand aggregation, EESL will mobilise the capital of INR 150 crores for the Super Efficient Air Conditioning module of the program, while redeeming its investment through upfront payments for the super-efficient ACs from consumers. Moreover, based on EESL's past experiences with bulk procurement for other technologies and programs, the discovered prices of ACs are expected to be 20-30 percent less than the retail costs of similar technologies currently available in the market.

**Commenting on the partnership, BRPL CEO Mr Amal Sinha said, "BRPL is committed to energy efficiency, adoption of green technologies and smart procurement initiatives that will result in optimised solutions for us and our consumers. This program once again brings together two leaders in**

*their respective domains and the resulting synergies are expected to benefit consumers in a more meaningful way, as also create a road-map for other distribution companies across the country to emulate for bringing about substantial benefits to the nation”*

**Addressing the launch event, Mr Saurabh Kumar, Managing Director, EESL** stated: *“Our UJALA program gave us the confidence that the Indian consumer is receptive to awareness and demand cultivation efforts for energy efficiency. Through Energy Efficient Appliance Program, we are endeavouring to not only redefine standards for efficiency and widen the gamut of energy efficient appliances available to Indian consumers, but to also significantly improve upon our previous efforts to make these technologies universally and conveniently accessible. We are grateful for the confidence that BRPL has expressed in our capabilities and potential to deliver on this mandate by partnering with us for this programme. We are working towards making this programme and its benefits available to all consumers across the nation.”*

### **Benefits – Consumers**

The agreement will benefit both BRPL and its consumers. This association will enable BRPL consumers to procure five kinds of energy efficient appliances like Super Efficient Air Conditioners, Induction Cook Stoves, BEE 5 Star rated Energy Efficient Fans, LED Tube Lights (20 W) at optimal prices. These will go a long way in not only conserving energy, but also will help consumers save money.

### **Dedicated portal**

During the event, a dedicated eCommerce website, [www.EESLmart.in](http://www.EESLmart.in), was also launched through which consumers of BRPL, can purchase energy efficient appliances, including the super-efficient air conditioners.

The website will also feature a catalogue of products, a payment gateway, product specifications and images, stock status and order completion and shipment information, as well as 24x7 customer service, query address and post-shipping support. Once the website is opened to the public in March 2019, consumers can create a profile and register on the website free-of-charge after submitting requisite documents, such as electricity bill number and/or government-issued identification documents, and place orders for doorstep delivery of eligible products.

This partnership plans to be facilitate accelerated and continues adoption of energy efficient appliances. 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 Hydrochlorofluorocarbons Phase Out Management Plan, enabling achievement of India’s targets under the Kigali and Paris Agreements.

EESL’s investment in the Super Efficient Air Conditioning Program, which is part of the overall Energy Efficiency Appliance Program, is partially supported by a grant from the Global Environment Facility (GEF), an independent financing mechanism that was established on the eve of the 1992 Rio Earth Summit to address global environmental issues. The GEF is an international partnership of 183 countries, international institutions, civil society organizations and the private sector. Further, Asian Development Bank (ADB) is providing necessary grant support and loan while United Nations Environment (UNEP) is providing technical assistance support to the Super-Efficient AC programme.

### **Impact on power demand**

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Peak power demand, though a short term phenomenon, not only leads to a spike in the power purchase costs, but also increases the distribution / transmission costs. Through such initiatives, the peak power demand can be reduced by shifting a part of the power load to the non peak hours, resulting in monetary savings. It will also help in negating the requirement of additional power purchase, ensuing distribution network security, reliability of power supply and further reducing the distribution losses.

BRPL & BYPL are premier power distribution companies and Joint Ventures between Reliance Infrastructure Limited and GoNCT.

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