



## **EESL expands its Super-Efficient Air Conditioner Programme to 6 more cities in India**

- *Announces commencement of sale in Mumbai, Bengaluru, Kolkata, Hyderabad, Chennai and Jaipur*
- *The 1.5 TR Inverter Split super-efficient ACs are available at an attractive price of Rs. 41,300 (including GST) with one-year free warranty*
- *ACs are 20 percent more efficient than BEE 5-star rated ACs and 50 percent more efficient than BEE 3-star ACs currently available in the market*

**Mumbai, 7th August 2019:** Energy Efficiency Services Limited (EESL), a joint venture of four public sector enterprises under the Ministry of Power, Government of India, today announced the expansion of its Super-Efficient Air Conditioner Programme to six more cities. Adding to its presence in Delhi-NCR, EESL will now be selling India's first of its kind Super-Efficient ACs in Mumbai, Bengaluru, Kolkata, Hyderabad, Chennai and Jaipur.

Commenting on the occasion, **Shri Saurabh Kumar, Managing Director, EESL** said: "We have been receiving lots of queries from many cities on the availability of our Super-Efficient ACs, hence we sensed a huge demand. With this extension, consumers will now have access to a more sustainable and affordable cooling option. These Super-Efficient ACs will not only be the gamechangers for combating the rising threat of global warming, but also add significant value to the lives of the consumers, by ushering in considerable savings in their electricity bills."

Manufactured by **Voltas**, these Super-Efficient ACs will be exclusively sold through EESL's e-commerce portal, **EESLmart.in**, in order to enhance the entire consumer experience and enable access to state-of-the-art technology with just a click on the mouse or a tap on their smartphones. These ACs are available at an attractive price of **Rs. 41,300** (including GST and delivery charges) with one-year free warranty. Over the past one month since its launch, EESL's Super-Efficient ACs have already witnessed 7,500 registrations on the website. EESL is also offering a hassle-free service experience, comprising of complaint redressal support during the life of the programme, attractive EMI options through selective banks, installation within 72 working hours after payment, and a buyback option for customers looking to upgrade their AC.

These Super-Efficient 1.5 TR Inverter Split ACs are 20 percent more efficient than BEE 5-star ACs and 50 percent more efficient than BEE 3-star ACs, currently



available in the Indian market. It also uses a R-32 refrigerant with low Global Warming Potential that delivers superior cooling, along with lower adverse environmental impact. The Super-Efficient ACs undergo no de-rating even at 43 degrees Celsius, which leads to continuous effective cooling even at high temperatures up to 52 degree Celsius.

Under the Super-Efficient AC Programme, EESL will be selling 50,000 ACs on a first come, first served basis. It is expected that deploying these 50,000 ACs would save 145.5 million kWh (i.e. about Rs 120 crore per annum) of electricity per year, mitigating around 1,20,000 t CO<sub>2</sub> annually. The approximate investment for this project would be around Rs 190 crore and will be partially supported by a grant from the Global Environment Facility (GEF). Additionally, the Asian Development Bank (ADB) is providing necessary grant support and loan, with United Nations Environment Program (UNEP) providing technical assistance.

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.

Once this pilot programme (of 50,000 SEAC) is successfully completed, we aim to deploy about 2,00,000 SEACs through innovative business models targeting focus cities and institutional consumers on PAN India basis. EESL will explore opportunities to engage utilities, institutions, commercial / industrial establishments etc. for demand aggregation and scaling-up of this programme.

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**(For publication/broadcast)**