

EESL Super-efficient Air-conditioner Program

*Market Transformation for
Energy Efficiency in Air-conditioning*



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Market Transformation for Energy Efficiency in Air-conditioning

The air-conditioning (AC) industry has seen rapid growth over the last few years due to increasing incomes and urbanized lifestyles. This trend is expected to continue with some estimates suggesting a growth of nearly 10 percent in the room air conditioner segment itself. From energy perspective, air conditioning accounts for 35 percent of energy use in commercial buildings in India. Growth in air conditioning use is expected to raise peak demand to 150 gigawatts by 2030.

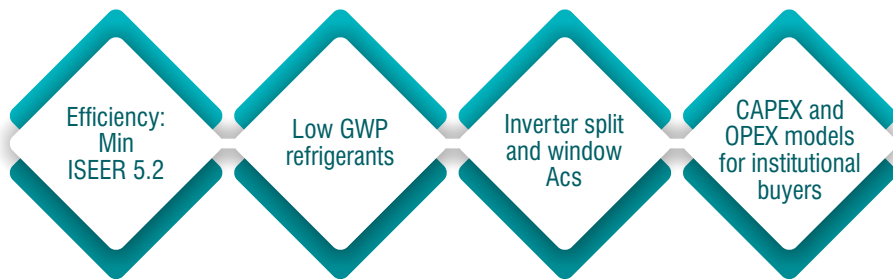
Increase in energy demand, due to air conditioning, can be arrested by switching to high efficiency technologies or products. Energy Efficiency Services Limited (EESL), a public-sector unit under the Ministry of Power, has launched its Super-Efficient Air-Conditioner Program (ESEAP) to address this challenge.



About ESEAP

EESL's ESEAP initiative is positioned to transform the market in India towards enhanced energy efficiency. It is a market-based program that hinges on targeting fast growth segments of heating, ventilation and air conditioning (HVAC) markets, namely room air conditioners and splits, for maximum impact. High efficiency models will be deployed in these markets at competitive price points to boost demand.

The procurement process for ESEAP has started and the first set of super-efficient air-conditioners will be launched in market by mid-2017. Efficiency of super-efficient ACs in the first phase will be at least 15 percent higher than that of the Bureau of Energy Efficiency's 5-star rated ACs of same capacity.



Taking Energy Efficiency to the Market

The USAID Partnership to Advance Clean Energy-Deployment Technical Assistance (PACE-D TA) Program assisted EESL in designing ESEAP and will help EESL to implement the initiative post the completion of the procurement process. The PACE-D TA Program used the insights gained from its HVAC Market Assessment Study and Market Transformation Approach to advise EESL in selecting high impact technologies and performance parameters. The Program is also assisting EESL in developing demand aggregation and consumer engagement strategies, and program implementation mechanisms.



About EESL

EESL is a Joint Venture of NTPC Limited, Power Finance Corporation, Rural Electrification Corporation and PowerGrid to facilitate implementation of energy efficiency projects in India. EESL works as an ESCO and a resource centre for capacity building of state nodal agencies, utilities, financial institutions, etc. It leads all market-related actions of India's National Mission on Enhanced Energy Efficiency.

About the USAID PACE-D TA Program

The USAID PACE-D TA Program is a part of the overall Partnership to Advance Clean Energy (PACE) initiative, the flagship program under the U.S.-India Energy Dialogue. The five year Program, implemented in collaboration with the Ministry of Power and Ministry of New and Renewable Energy, has three key components: energy efficiency, renewable energy and cleaner fossil technologies. The Program's focus is on institutional strengthening, capacity building, technology pilot projects, innovative financing mechanisms and increasing the awareness of clean energy technologies.

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