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# **Implementation of Energy conservation program through public distribution of LED lamps**

**Energy Efficiency Services Limited**  
A JV Company of PSUs of Ministry of Power,  
Government of India

**Ashish Sharma, Senior Manager (Technical)**

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**BRICS SSL Collaboration Working Group**

**Hangzhou, China**

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# EESL- an Introduction

**EESL a publicly owned energy services company**

Complete transformation of energy efficiency market in India within just a couple of years

**Mission: Delivering energy efficiency services across India and the world**

Stimulating the economy, generating new jobs and businesses

**Under administrative control of the Ministry of Power as part of the National Mission on Enhanced Energy Efficiency**

Benefiting public budgets and domestic households

**JV of four major government-owned companies: Power Grid, NTPC, Rural Electrification Corporation Limited and Power Finance Corporation Limited.**

180 Million \$ Revenue (2016-17) (YOY growth rate above 50%)

- The Unnat Jyoti Affordable LEDs for All (UJALA – means 'light' in Hindi).
- UJALA, the world's largest zero-subsidy LED bulb programme for domestic consumers
- UJALA is a market driven initiative, with strong policy support from the government



*"I urge you all to use LED bulbs, save money, save energy and take part in helping our nation"*

Mr. Narendra Modi, Honourable Prime Minister of India

# Energy Efficient Prosperity



242,138,393 (as on date and going...)

31,446 Million  
kWh

- Energy Saved Per Year

125780 Million

- Cost Savings in INR

6296 MW

- Avoided Peak Demand

2,54,71,155 t  
CO<sub>2</sub>

- CO<sub>2</sub> reduction per year

# EESL Sustainable Business Models

- **Pay-As-You-Save (PAYS) model**
  - no upfront cost
  - payment from savings with performance SLAs
  - On-Bill-Payment for appliances and Performance Contract (PC) for institutions over 2-10 years
  - All costs and a reasonable level profit part of annuity in case of PC.
- **Demonstrated Deemed Savings Approach** – annuity not linked to energy savings
- **Making EE ‘Visible’**- Real time monitoring of performance through online dashboards – [www.ujala.gov.in](http://www.ujala.gov.in)

## Commercial Capital

- Funding from variety of sources – Banks/ FI as term loans, corporate bonds
- Multilateral/ Bilateral loans
- Zero government budgets or grants

## Equity

- Up to 30% equity capital of EESL

## Development of credit enhancement measures

- Reducing borrowing costs

## Private Partnership

- Joint investments in projects

## GEF Funds

- Creating revolving fund by leveraging other sources of finances

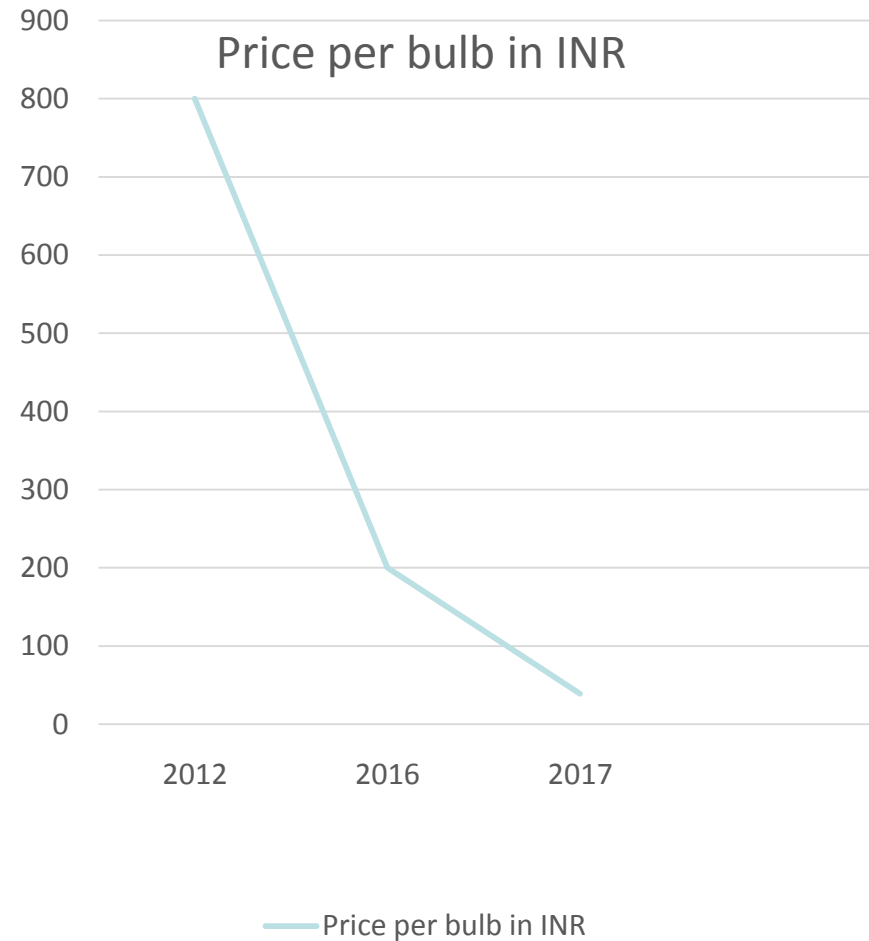
# UJALA-The Impact Maker

## Splendid Financial Impact

- Economies of scale

## Fastest growing LED market in the world

- Domestic production increased by 20 times over 2013
- Second largest LED market in the world worth 21.4 billion INR.



# EESL's Vision



World leader in clean energy and innovation



Turnover of \$ 1.5Billion by 2020 from \$ 300 m last year - public listed company



Sustained high growth rate - doubling of turnover every year till 2020



Investments in appliances, buildings, pumping and RESCO of \$ 5 b



Thrust on significantly enhancing international operations



Improving and innovating the sustainable EESL business models to cover more sectors like SMEs, Industry





## EESL's Programs

- **Street Lights** – About 2.4 Million street lights replaced benefitting over 350 ULBs – complete replacement by 2019 of 14 Million street lights in country
- **Fans/ LED Tubes** – Started 4 months ago – 800,000 fans and 2.2 Million LED tubes distributed
- **Ag DSM** – Agreements to replace 1.1 Million agriculture pumps signed
- **Municipal Water/ Sewage Pumps** – over 150 cities energy audit work started
- **Buildings** – Agreements with large government facility owners signed – more than 2000 buildings beings aggregated





## EESL's Programs

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- **Super Efficient AC** – Programme initiated – target buildings, institutions and B2B markets – orders placed for 100,000 ACs
- **Solar Street Lights** – Work on installation of over 400,000 solar street lights in remote rural areas underway – grant funded by Government
- **Solar Study Lamps** – Programme for providing solar study lamps to un-electrified households under a grant programme initiated – over 7 Million lamps to be distributed
- **Solar Agriculture Pumps** – Pilot project for 40,000 solar agriculture pumps initiated
- **E-Mobility** – EESL is developing an intervention

# Inviting global partnerships for our Value added services

## Heritage Lighting



## Façade Lighting



# Beginning of the Big Leap Forward-Going Global

## • UK

- Operations started – 7 ESPC acquired – revenues started to come in
- UJALA launched by Minister of Power in UK – target 100 million in 3 years
- Building EE project started in Indian High Commission
- Pipeline of projects worth investments of Pound 100 Million identified
- Process for selection of partners started

## • Canada

- Interest in Battery storage project & identification of partners initiated

## • Other Locations

- SE Asia – Vietnam and Cambodia – lighting/ Building projects
- South Asia – agreement for supply of 20 m LED in Nepal – 10 m in Sri Lanka in discussions
- UJALA in Indonesia being discussed
- Proposal for supporting Saudi Arabia under discussions

**For more information contact**

[asharma@eesl.co.in](mailto:asharma@eesl.co.in)

*+91 9560810808, +91 0120 4908000*

**Corporate Office:** 4th & 5th Floor, IWAI Building, A-13, Sector 1, Noida,  
Uttar Pradesh 201301, India

[www.eesl.co.in](http://www.eesl.co.in)