

India Star Rating Product Database

20th November 2014

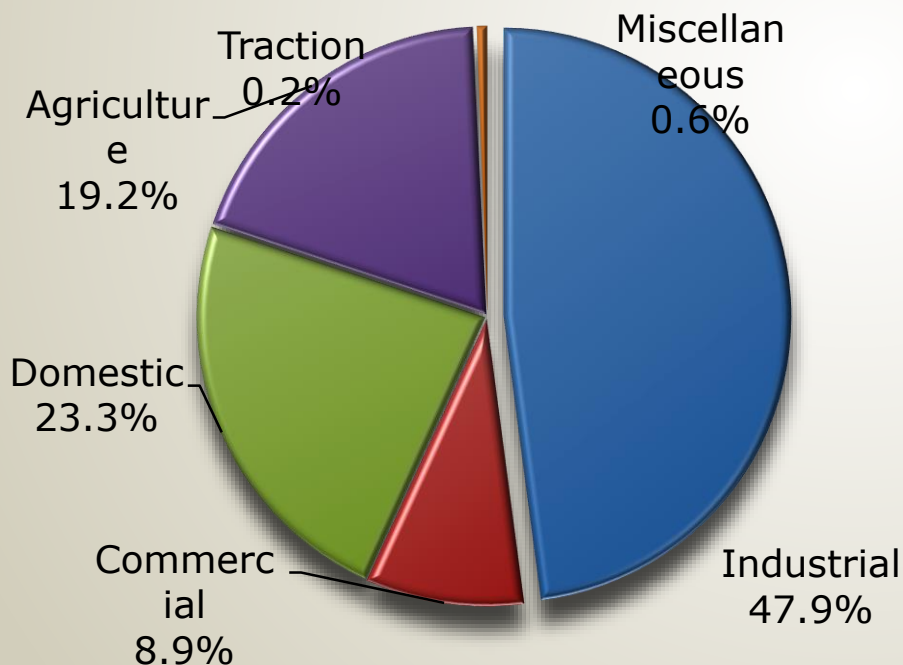
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Bureau of Energy Efficiency



Indian Electricity Scenario



Annual Electricity Consumption (2011-12: 785 Billion kWh)



Air Conditioner Contribution:

- Household: 20-30%
- Commercial: 40-50%

Lighting:

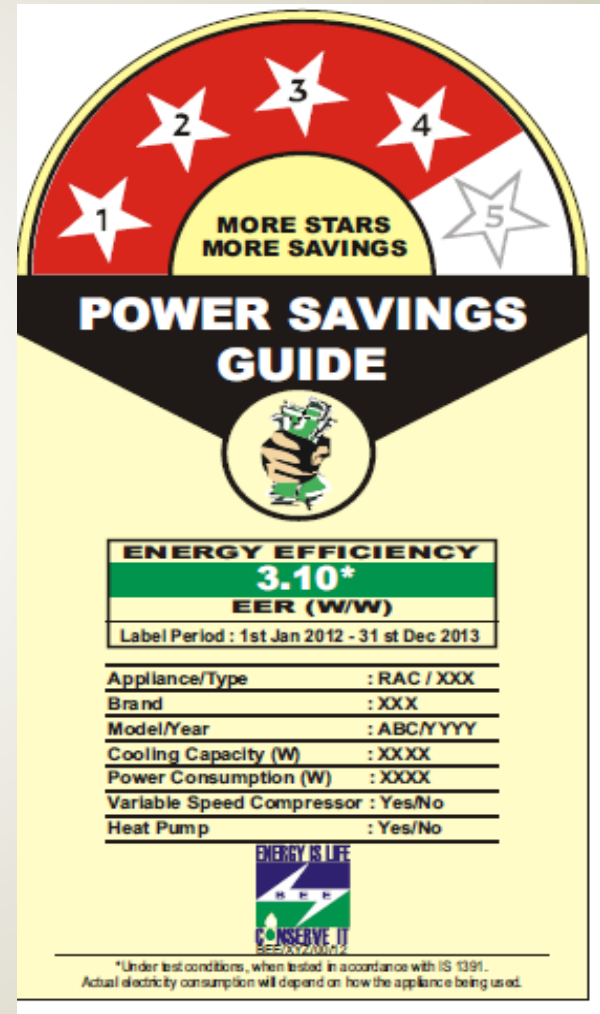
- Household: 15-20%
- Commercial: 20-30%

Annual Demand due to
Air Conditioners: **60-80 BU**

Annual Demand due to
Lights: **40-60 BU**

India Standard & Labeling Programme

- Voluntary labels for Refrigerators and Room Air conditioners introduced in May, 2006.
- In 2009-10, 95% of refrigerators, and 70% of air conditioners sold in the market were labeled – showing consumer preference and market transformation
- Labeling became mandatory for four products ACs, Refrigerators, Distribution Transformers and TFLs (where market transformation is well under way) from 7th January, 2010
- Voluntary labels in place for fifteen other appliances



Baseline Study /
Situational Survey

Setting-up of Standards

Voluntary Program

Mandatory Program

- P1
- P2
- P3
- P4
- P5

- Volt. Stab
- Batteries
- Set-Top Box
- Boilers
- Solar Water Heater
- LED Bulbs
- Inverter AC
- Dry Type Transformer
- Passenger Cars

- Cassette AC
- Ceiling Fans
- Laptop
- Ag. Pumps
- LPG Stove
- Motors
- Washing M/C
- Ballast
- Off. Equpt
- Inverters
- DG Sets
- DG Pumps

- DC Ref
- Electric Geysers
- Color TV

- RAC
- FFR
- DT
- TFL

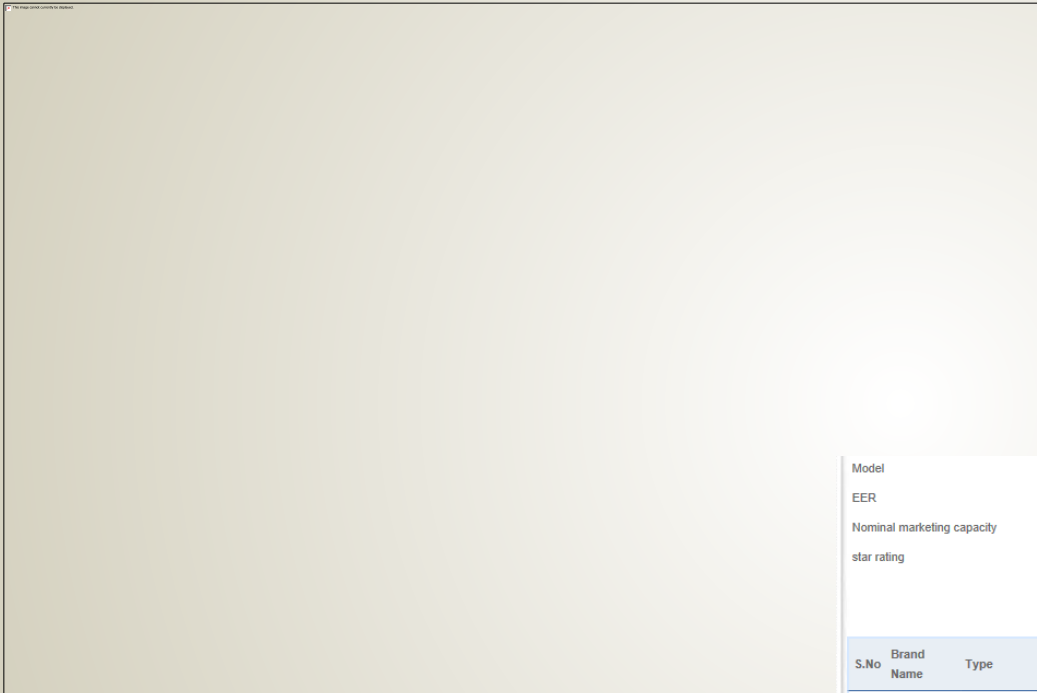
★ Standard Upgraded
★ Standard under review

Star Rating Database

- Existing Availability
 - www.beestarlabel.com
- Proposed
 - Smart Phone Application



www.beestarlablel.com



Model	ALL
EER	ALL
Nominal marketing capacity	ALL
star rating	ALL

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S.No	Brand Name	Type	Model Number	EER (W/W)	Nom. Marke. Cap. (Ton)	Coling Cap. (W)	Power Cons. (W)	Approval Date	Valid Till Date	
1	HITACHI	Split air conditioner	RAU518HSDG	3.4	1.5	5410	1590	19-12-2013	31-12-2015	
2	HITACHI	Split air conditioner	RAU318KSD	3	1.5	5200	1735	26-12-2013	31-12-2015	
3	HITACHI	Split air conditioner	RAU312KSDC	3.09	1.0	3371	1090	26-12-2013	31-12-2015	
4	HITACHI	Cassette air conditioner	MRAG518HSD	3.2	1.5	5400	1685	27-02-2012	27-02-2015	
5	HITACHI	Split air conditioner	RAU318KSD-CH	3	1.5	5200	1735	26-12-2013	31-12-2015	
6	HITACHI	Split air conditioner	RAU318KSD-GD	3	1.5	5200	1735	26-12-2013	31-12-2015	
7	HITACHI	Split air conditioner	RAU318KSD	3.09	1.5	6950	2320	24-12-2013	31-12-2015	
8	HITACHI	Split air conditioner	RAU318KSDC	3.09	1.5	5275	1705	26-12-2013	31-12-2015	
9	HITACHI	Window Conditioner	RAV322HSD	2.8	2.0	6160	2200	26-12-2013	31-12-2015	

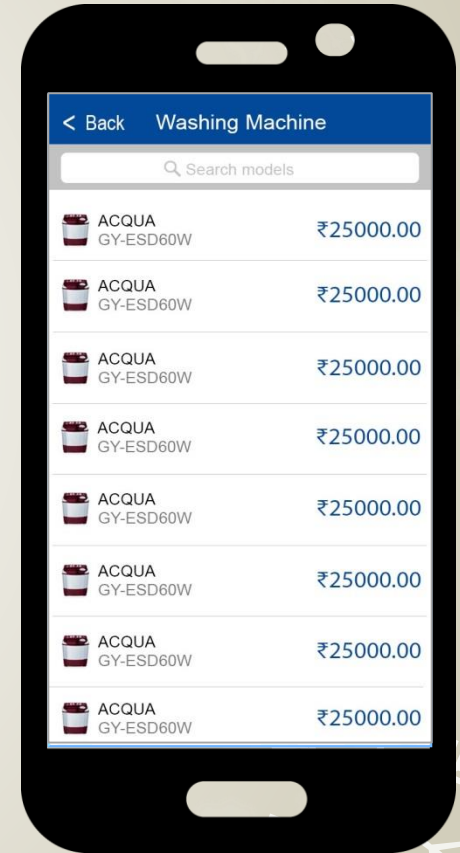
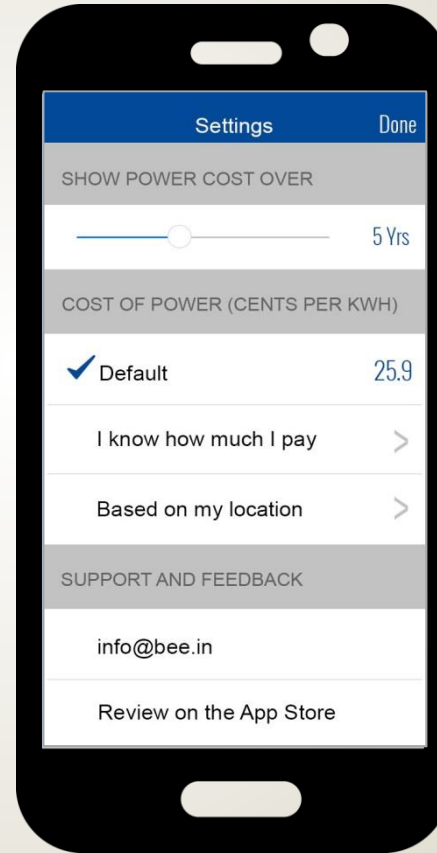
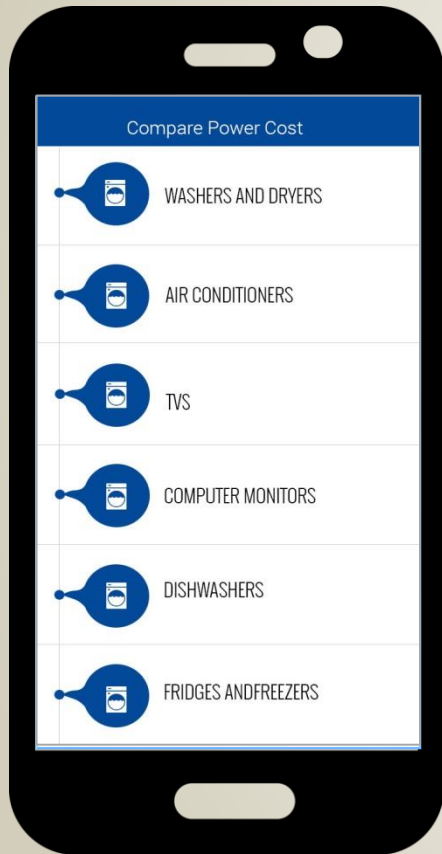
<http://www.beestarlablel.com/Home/Searchcompare>

Smart Phone Application

Objective

- Providing a tool to the consumer by which awareness on the subject of BEE S&L is increased
- The tool will help the customers to make an informed decision in all of their appliance purchases.
- It will allow the customers to compare between similar products on the market
- It will also allow them to get an idea of the energy saving they would be achieving and in return the amount of money they would save
- Enable the consumers to give feedback to BEE on the accuracy of the data presented on the label

Snapshot*



*Under designing stage, design may change in the final application

Engaging Consumers

- Engaging the customer and ensuring he comes back again and again is the biggest challenge of any app.
- The app is clearly not an entertainment app so this app will not be used everyday
- But we would like that this app should be the prime app when a customer goes out to shop for a new product.
- The app should be the bible to buying any product which they will refer to before they make any purchase.
- Ensure the app has got a seamless experience so that the customer gets value from the usage of the app.
- Capture details of the product purchases so that the customer will see value in the app. This could be used for Warranty purposes and may be buy AMCs for their products.
- Building Push notifications, new products, expiring warranties, how to get AMCs etc
- Support contact info of service centres.
- Energy Savings Tips

Thank you for your kind attention

