









# From Awareness to Adoption: Facilitating India's Shift to Energy-Efficient Fans

## Background

The way we cool the space around us is changing. While traditional ceiling fans consume significant power regardless of the speed of operation, there is a newer, smarter standard: the 5-star rated ceiling fan. Designed for maximum efficiency, these modern fans perform better than conventional fans on most metrics such as airflow, noise, durability and voltage tolerance, while using 60% less energy compared to conventional ceiling fans. With hundreds of 5-star rated models now available in the market, tapping into the latent demand from end-users who have postponed replacing old fans can lead to a substantial increase in adoption.

### Why Energy Efficient Fans

Fan rating	Wattage	Savings (Compared with no star)
	75	0%
	55	26%
	49	34%
	43	42%
	38	50%
	28	63%

### Adoption Barriers

Barriers in adoption of energy-efficient fans	
	Product Quality and Performance
	Upfront Cost
	Financing
	Procurement Challenges
	Old Product Disposal or Scrap Value

As the technology has matured, 5- star rated fans are becoming increasingly affordable, and demand aggregation (collective purchasing) can drive down unit costs even further. Although these fans can pay for themselves in under two years through electricity savings, especially for the institutional segment with high electricity tariffs and usage hours, concerns related to financing, procurement, and exchange options of old fans remain. With financing options like fixed EMI plans and the ESCO model, along with trade-in and buyback schemes for obsolete fans, plus procurement support and technical assistance, there has never been a better time to switch to a 5-star rated fan.



### 1 | BUYER SELLER MEET

*Connect Stakeholders*

Connecting buyers and sellers, dynamic discussions where sellers can showcase their products and buyers can make informed decisions.



### 2 | DEMAND AGGREGATION

*Identify and Pool Demand*

Aggregate demand from various institutions to drive down unit cost of the 5-star rated fans. Making them more affordable via bulk procurement.



### 3 | TECHNICAL ASSISTANCE

*Support Implementation*

Tender preparation, vendor selection, post installation assessment, verification of savings.



### 4 | FINANCING FACILITATION

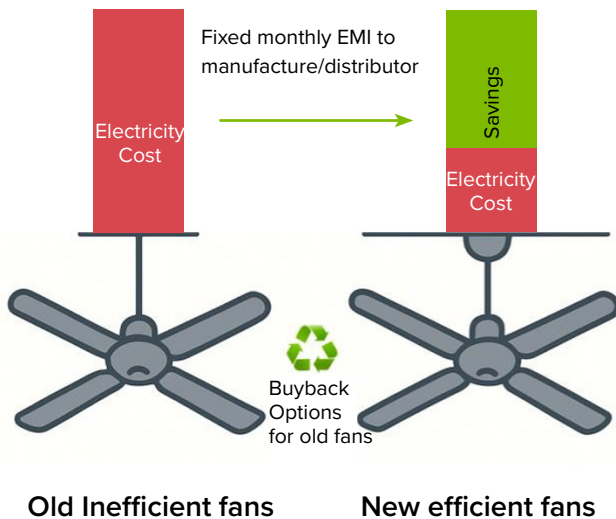
*Enable Adoption*

Facilitate financing (Fixed EMI model & ESCO model) to unlock latent demand and remove upfront cost barrier.

## Service Offerings to Buyers and Sellers

## Business Models for EE Fans Procurement

### Fixed EMI Based Model



### Pay-as-you-save Model (Shared Savings)

