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BUREAU OF ENERGY EFFICIENCY

MINUTES OF MEETING

Name of the Committee	*Date*	*Venue*
Technical Core Committee Meeting For Ceiling Fans	**20-05-2013**	**Conference Room, Bureau Of Energy Efficiency**

CHAIRMAN: Dr. Ashok Kumar, Energy Economist, Bureau of Energy Efficiency

LIST OF ATTENDEES:

Name of Participant	Designation	Organization
Dr. Ashok Kumar	Energy Economist	BEE
Mr. Saurabh Diddi	Energy Economist	BEE
Mr. Ashish Saraswat	Project Engineer	BEE
Mr. Brijesh Manan	Project Engineer	BEE
Mr. P.K. Mukherjee	Senior Technical	CLASP
Mr. Deepanshu Ahuja	Program Associate	CLASP
Mr. Rajshekhar P Mandi	Chairman, BIS sub-Committee	CPRI, BIS
Mr. H. Wadhwa	General Manager Technical	Voice
Mr. Aditya Chunekar	Sr. Research Associate	PRAYAS
Mr. Praveen Singhal	G.M. (Technical)	Khaitan Electric
Mr. Mahendra Khandeparkar	AGM	Cromptom Greaves
Mr. Shailendra Sinha	AGM	USHA International
Mr. Tilak Nijhara	A.V.P.	USHA International
Mr. G.K. Makhija	DGM	Polaron Marketing Ltd.
Mr. Ravindra Gambhir	GM-Technical	Orient Electrical
Mr. Sailendra Singh	AGM-Design	Orient Electrical
Mr. Rajeev Bhatnagar	DGM-QA	Bajaj Electricals
Mr. S.D. Agnihotri	GM Design	Bajaj Electricals

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1. WELCOME ADDRESS BY THE CHAIRMAN:

The meeting began with a round of introduction from all the members present at the meeting. Following which, the chair provided a brief background of voluntary S&L program for Ceiling Fan and its status over the years. Keeping in mind the market transformation achieved in this segment, chair emphasized upon the following agenda points:

- **Review of existing fan schedule**
- **Up gradation of existing star level of BEE's voluntary program for ceiling fan**
- **Any other relevant point with the permission of chair**

2. MARKET TRANDS FOR CEILING FANS IN INDIA:

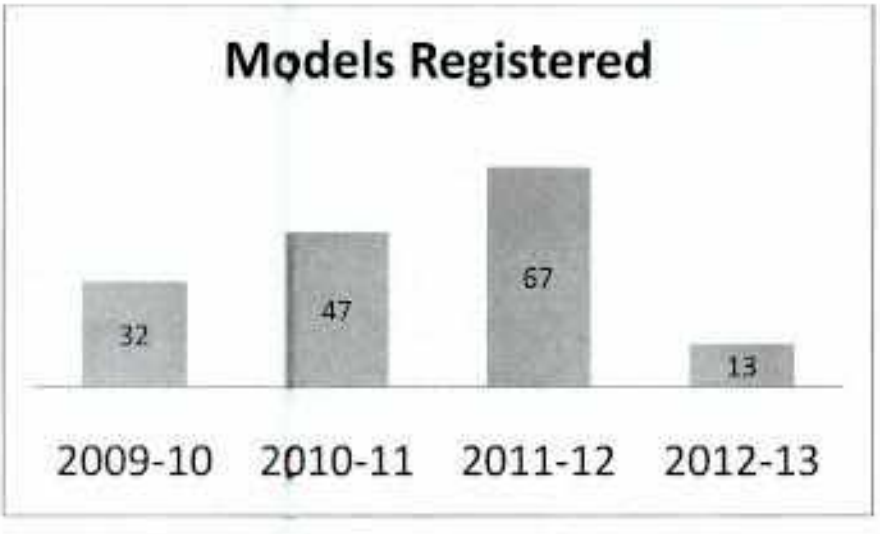
To expedite the matter, Shri Saurabh Diddi, Program Manager, Standard & Labeling, BEE, made a presentation to the core committee members. He emphasized to focus on the following points:

a) Market Size for Ceiling Fans:

Out of approximately 25 million market of ceiling fans with 1200 mm sweep size of total, sale of BIS certified fans is even less than 2% and most of them have been purchased by Govt. departments only (including star label fans).

b) Market of BEE Star Rated Ceiling Fans:

Having complied with BEE's five star rating there is a significant drop in production of five star rated ceiling fans. Moreover in financial year 2012-13, all registered ceiling fans are five stars rated due to easy to achieve standards of BEE.



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3. DISCUSSION OF MEMBERS:

- Shri Saurabh Diddi, BEE highlighted the most important issue that existing standards for Ceiling fans are lower than BIS standards. :

Thresholds	Service Value	Maximum Power Input	Minimum air delivery (cmm)	Sweep (mm)
BEE Threshold	3.2 for 1 star	65.62	210	1200
	4.0 for 5 star	52.5		
BIS Threshold	4.0	50	200	1200

Consequent to this issue he mentioned that selling a star rated fan with lower MEPS (Minimum energy performance standards) than BIS, is leading to conflict to interest of two standard setting bodies of Govt. of India.

- As a solution, Shri Saurabh emphasized that BEE's threshold should start frokm BIS standard and proposed following revised standards of BEE:

Star	Service Value (X)
1 star	$4.0 \leq X \leq 4.2$
2 star	$4.2 \leq X \leq 4.4$
3 star	$4.4 \leq X \leq 4.6$
4 star	$4.6 \leq X \leq 4.8$
5 star	$4.8 \leq X$

- Shri Ravinder Gambhir, Orient Electrical, IFMA opined that service value 4.6 and above is possible with BLDC technology adopted ceiling fans. In this case, there will be hardly any difference between S&L and SEEP Program. He also mentioned that in existing S&L rating system service value 4.0 is the highly achieved service value (5-star). If BEE sets threshold at 4.0 (1 star as proposed above) then all 5 star ceiling fans will turn into 1 star fans. Thus consumer may stop buying 1 star ceiling fans. Since, at present, most of

the ceiling fans are 5 star rated so consumer's psychology may result in market shrinking of ceiling fans. Government Department may also procuring ceiling fans (5 star turned 1 star)

- Shri Rajshekhar P. Mandi, Chairman BIS sub-committee, opined that BEE's standards should be above BIS standards because consumer is more interested in star rated appliances.

- IFMA members (representatives of Orient, USHA, Bajaj Electrical, Khaitan, Crompton) raised a concern that even most of the fans present in the market are not complying to BIS standards. Due to which market is flooded with the non BIS ceiling fans and avalanche of such manufacturers have made market unorganized.

- In addition to the above said, Shri Wadhwa, CVOICE, told that only two brands were complying to BIS standards in testing carried out by VOICE on some brands for following ceiling fan technical specifications:

49 watts to 57 watts	1200 mm sweep
72 watts to 96 watts	1400 mm sweep

- Chair, Dr. Ashok discussed that the market of star rated ceiling fans is very less as compared to the total ceiling fan market. He told that ceiling fans with higher air delivery and less power input are already present in the market so BEE's standards may be tightened.

- Shri Tilak Nijhara, USHA International Ltd., told that ceiling fans (with higher air delivery and less power input) have very low power factor. He told that consumer is interested in air delivery of the ceiling fan and not power consumption thus star rated fans have very less market share.

- In addition to the above point Shri R. Gambhir, Orient Electric, told that a normal fan consumers 70 to 75 watt whereas a 5 star rated fan consumes 47-50 watt. Converting a fan from normal to star rated fan accounts in additional cost of approximately 100 rupees (Technology Specific). Since consumer is not interested in energy savings (but air delivery) so consumer avoids ceiling fans with this additional price.

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- In addition, Shri P.K. Mukherjee, CLASP, mentioned that due to increased price of 5 star rated fan from a normal fan, BIS fans are being sold at higher prices (being at the same level both 5 star rated and BIS fans)

- Shri Saurabh Diddi, BEE welcomed the opinion of IFMA members but at the same time he mentioned that awaiting such study, BEE's ceiling fan program cannot be left behind. Therefore, seeing the complexity at the level of BIS standards, BIS should come up with revised standards to resolve the market share differentiations.

- Shri S.D. Agnihotri, Bajaj Electrical, told that in the last technical committee meeting, few members proposed to make the BEE's ceiling fan program mandatory.

- Shri Saurabh Diddi, BEE told that BEE cannot go below BIS standards so first MEPS for ceiling fan should be fixed then program may also be made mandatory.

Conclusion:

Concluding the meeting, Chairman Dr. Ashok Kumar, emphasized that for labeling of ceiling fans, BEE's Minimum energy efficiency performance standards will be set on the basis of BIS standards. Since BIS is in process of revising its standard (IS 374) so the issue to fix the star labeling standards will be discussed in next technical meeting with BIS & other stakeholders.