



ऊर्जा दक्षता ब्यूरो  
(भारत सरकार, विद्युत मंत्रालय)  
**BUREAU OF ENERGY EFFICIENCY**  
(Government of India, Ministry of Power)



F.No. E2957/ BEE/S&L/ Aircooler/2025-26

16<sup>th</sup> May, 2025

**एवोपरेटिव एयर कूलरों के लिए स्टार लेबलिंग कार्यक्रम का शुभारंभ (स्वैच्छिक चरण)**  
**Launch of Star Labelling Program for Evaporative Air Coolers**  
**(Voluntary Phase)**

The Bureau of Energy Efficiency (BEE), under the Ministry of Power, Government of India, is pleased to announce the launch of the **Star Labelling Program for Evaporative Air Coolers**, under the **Voluntary Phase**, effective from **1st July 2025**.

The program seeks to empower manufacturers, traders, and relevant stakeholders to adopt energy-efficient practices, thereby fostering consumer trust and market competitiveness through the nationally recognized BEE Star labels.

Participation in this voluntary program offers significant advantages for industry stakeholders. By obtaining a BEE Star label, stakeholders can differentiate their products in the market, demonstrating compliance with energy efficiency standards. This not only enhances consumer confidence but also aligns businesses with global sustainability goals.

Manufacturers, traders, and relevant stakeholders are encouraged to actively participate in this initiative and contribute to its successful implementation. Your engagement will play a crucial role in driving the market towards energy-efficient cooling technologies.

Applications for participation can be submitted via the **BEE Star Label Portal** at <https://beestarlabel.com>, starting from **1st June 2025 from 11:00 AM onwards**.

For detailed information about the program, including performance parameters, testing criteria, and labelling methodology, please refer to **Schedule 40 for Evaporative Air Coolers**, available under the "**Voluntary**" section on the BEE Star Label Portal homepage.

For further assistance, participants may contact the BEE helpdesk at [helpdesk@beeindia.gov.in](mailto:helpdesk@beeindia.gov.in)

  
(Kamran Shaikh)  
Director