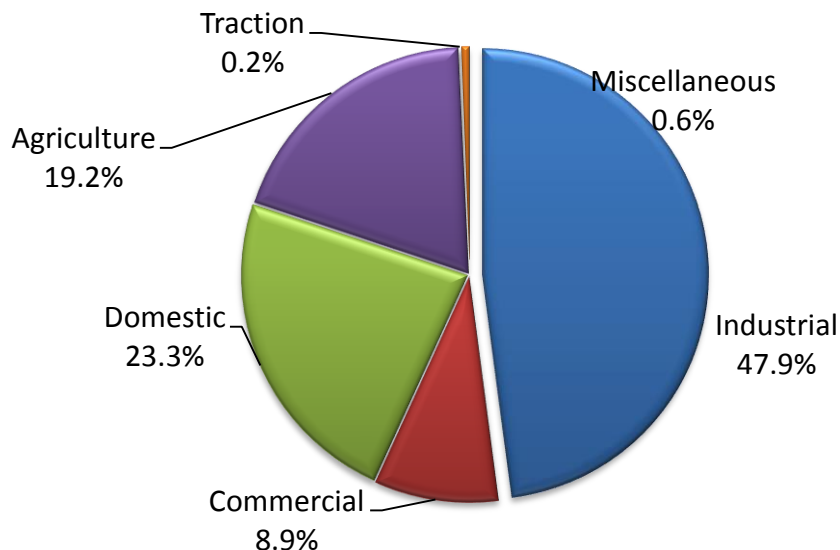


# Mobile application for labeling program of India

Saurabh Diddi, BEE  
Neha Dhingra, CLASP

# Indian Electricity Scenario

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



Source : Growth of Electricity Sector in India (1947 ~2013), CEA

### Appliance Contribution:

- Household: 20-25%
- Commercial: 10%

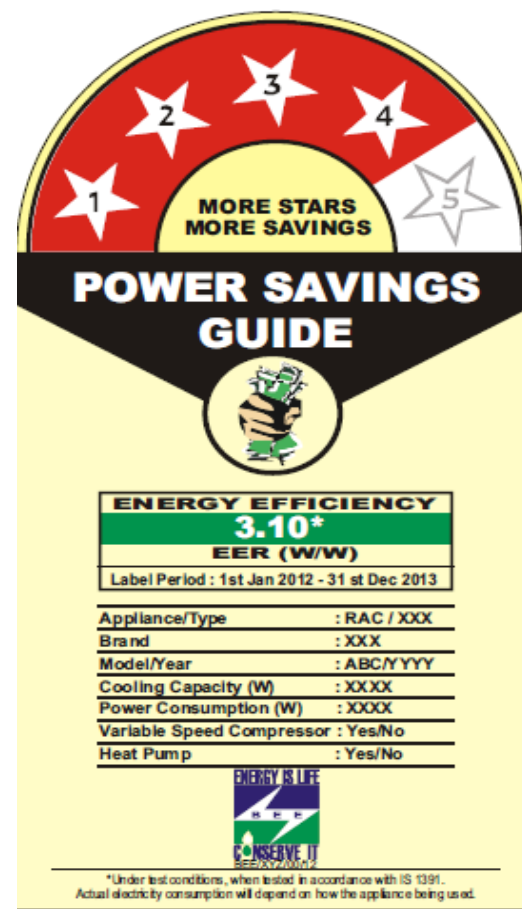
Savings due to efficiency  
improvement in appliances:

**25-40 Billion kWh**

# India Standard & Labeling Programme



- Bureau of Energy Efficiency is established under Energy Conservation Act 2001.
- Labeling program was launched in May 2006 with voluntary labels for Refrigerators and Room Air conditioners.
- In 2009-10, 95% of refrigerators, and 70% of air conditioners sold in the market were labeled – showing consumer preference and market transformation



# Standards & Labeling of Appliances

- Standards and labeling – 21 appliances – 4 mandatory – tubular fluorescent lamp, room air conditioner, frost free refrigerator, distribution transformers.
- Average efficiency increases:

|                                   | 2007 | 2014 |
|-----------------------------------|------|------|
| <b>Air - conditioner (EER)*</b>   | 2.3  | 3.17 |
| <b>Refrigerator (kWh/l/year)#</b> | 1.93 | 1.28 |

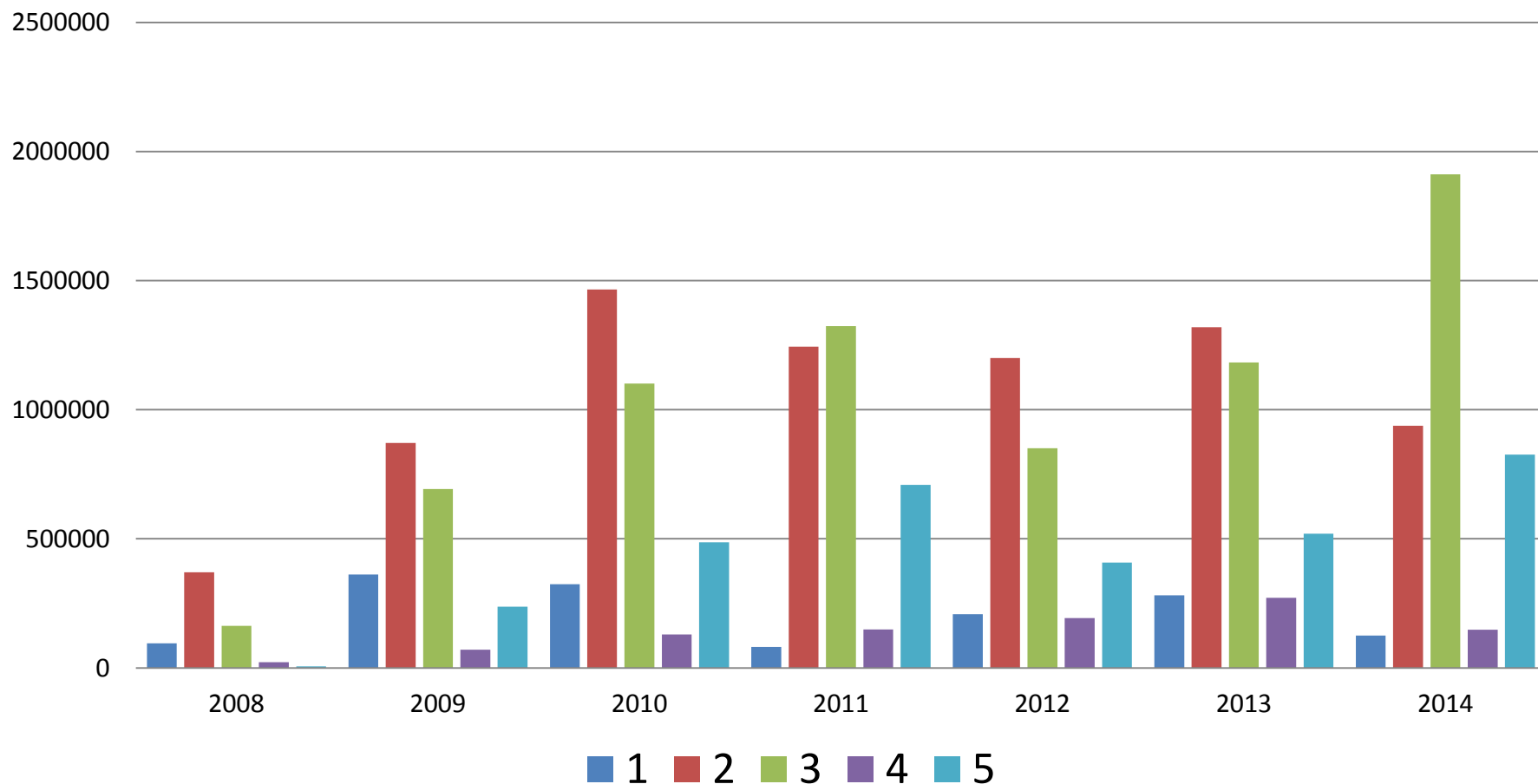
- Energy consumption standards for motor vehicles notified on 23rd April, 2015.

\* EER – Energy Efficiency Ratio

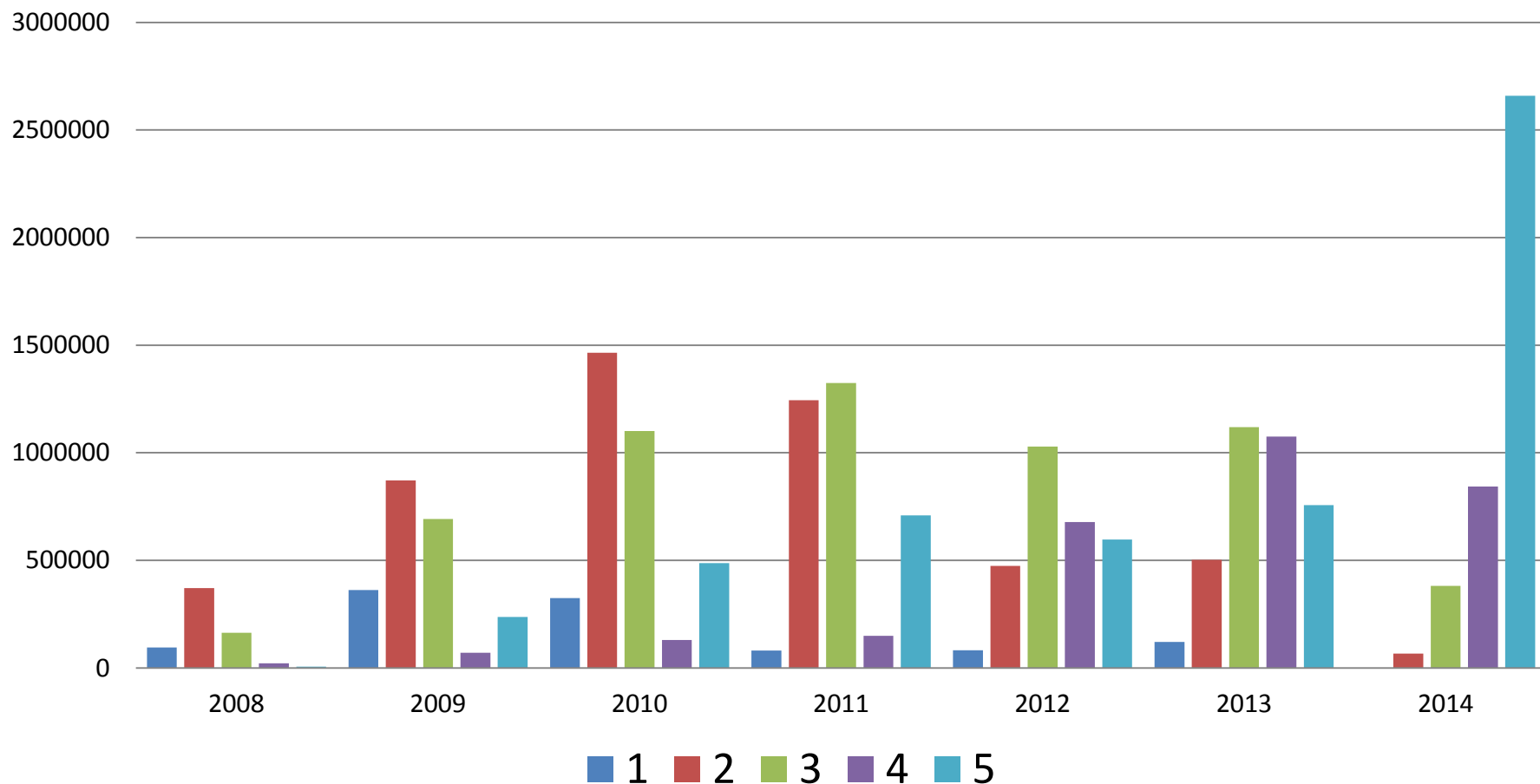
#(kWh/l/yr) - units per litre per year

# ROLE OF S&L IN MARKET TRANSFORMATION

# AC Trends – Star-wise Breakup



# AC Trends – Star-wise with 2010 levels

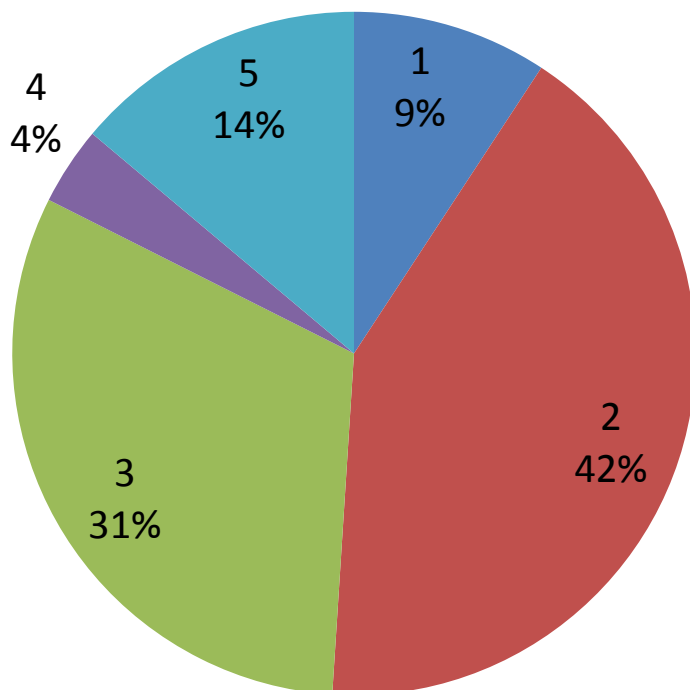


Bureau of Energy Efficiency

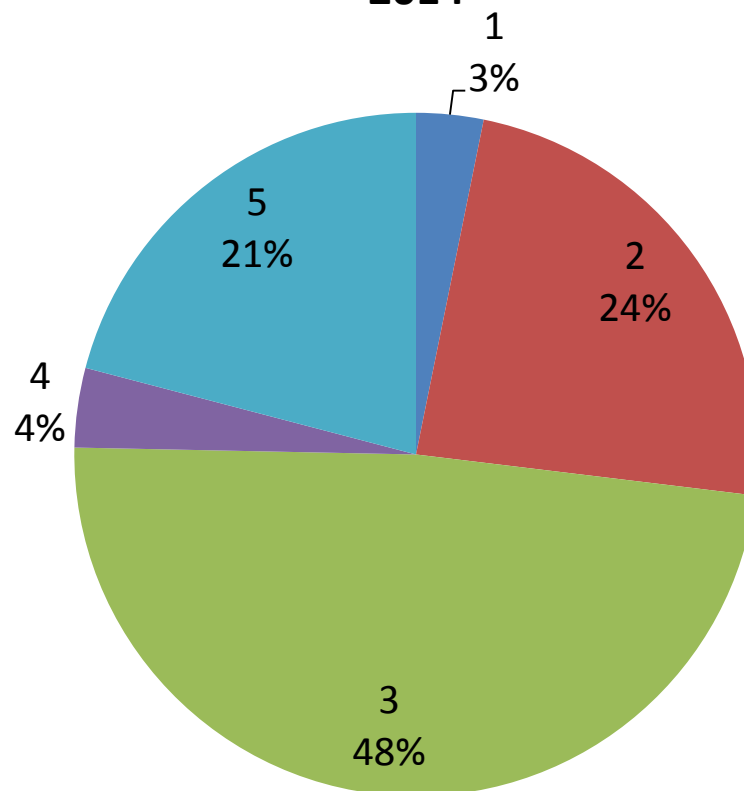


# AC Trends – 2010 Vs 2014

2010



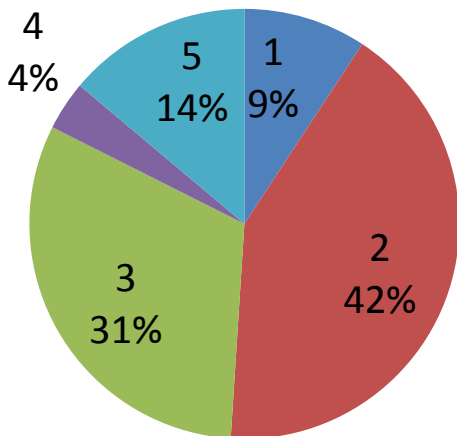
2014



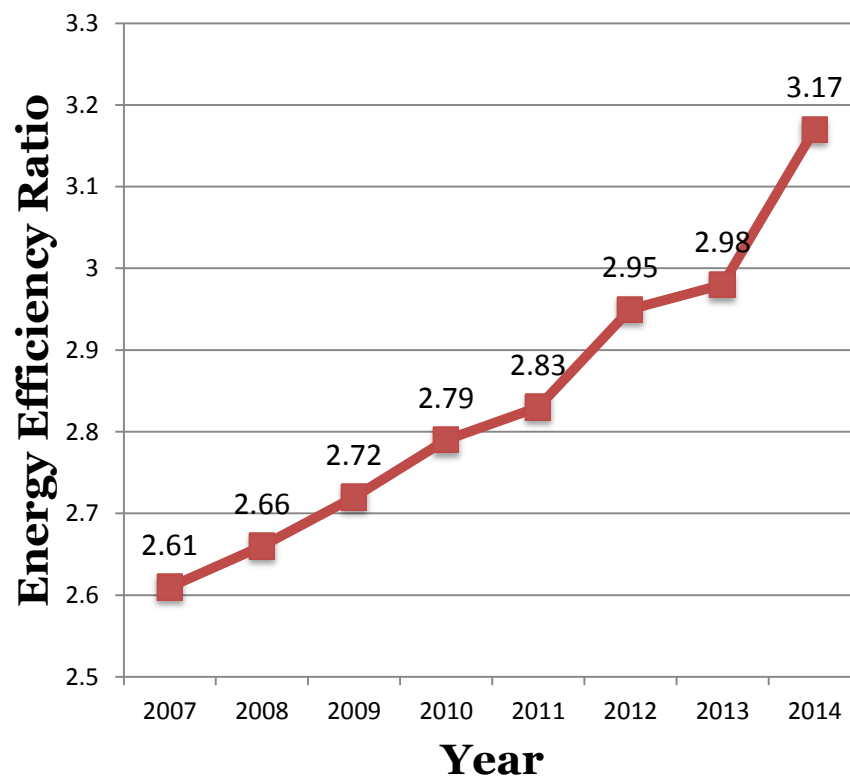
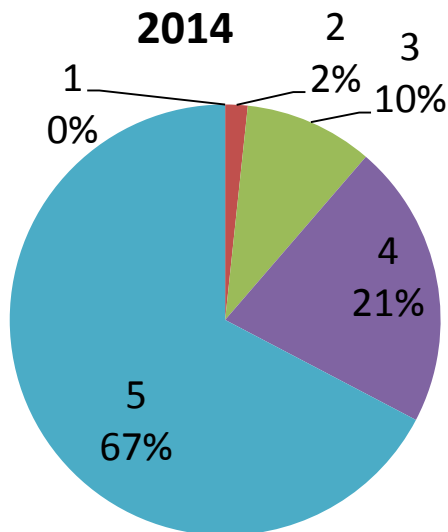


# AC Trends – 2010 Vs 2014 (2010 levels)

2010



2014



# Need for Product Database Management

## Policy Makers

- Records baseline data and supports policy decisions
- Product prioritization and revisions
- Market surveillance

## Consumers

- Product specific information in public domain
- Informed decision making

## Manufacturers

- Platform for registration and reporting
- Innovation in product design
- Credibility and level playing field

# Product database of BEE



**SEARCH AND COMPARE**

**Appliances And Equipment**

Here you can Search the equipment based on various search criteria.

खोज एवं तुलना [Find Out More](#)



## About Standards & Labeling Program

The Objectives of Standards & Labeling Program is to provide the consumer an informed choice about the energy saving, and thereby the cost saving potential of the marketed household and other equipment. This is expected to impact the energy savings in the medium and long run while at the same time it will position domestic industry to compete in such markets where norms for energy efficiency are mandatory.

The scheme was launched by the Hon'ble Minister of Power in May, 2006 and is currently invoked for equipments/appliances (ROOM AIR CONDITIONER, CEILING FAN, COLOUR TELEVISION, COMPUTER, DIRECT COOL REFRIGERATOR, DISTRIBUTION TRANSFORMER, DOMESTIC GAS STOVE, FROST FREE REFRIGERATOR, GENERAL PURPOSE INDUSTRIAL MOTOR, MONOSET PUMP, OPENWELL SUBMERSIBLE PUMP SET, STATIONARY TYPE WATER HEATER, SUBMERSIBLE PUMP SET,

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 **IAME**





Model ALL

EER ALL

Nominal marketing capacity ALL

star rating ALL

[Export to PDF](#)

| S.No | Brand Name | Type                     | Model Number | EER (W/W) | Nom. Marke. Cap. (Ton) | Cooling 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    | RAU324HSDA   | 3         | 2.0                    | 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 air conditioner   | RAV322HSD    | 2.8       | 2.0                    | 6160             | 2200            | 26-12-2013    | 31-12-2015      |  |

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



**Bureau of Energy Efficiency**



# Need for the mobile app



- S&L Impact assessment of labeling program carried out in 2014, revealed that following are critical:
  - Accelerated consumer awareness
  - Informed & Smart decision by Consumers
  - Consumer feedback
  - Market surveillance
- Mobile app will provide real-time information
- Easy and improved access to product data
- Supported by US Department of Energy and CLASP under SEAD initiative



# Mobile App Launched on 14<sup>th</sup> Dec 2015 on India's National Energy Conservation Day



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MARKET DASHBOARD CREATE PORTFOLIO LIVE TV


## Mobile app to help choose energy efficient appliances

By PTI | 13 Dec, 2015, 03:02PM IST


READ MORE ON > Piyush Goyal | Mobile app | Energy conservation | energy | electrical energy

NEW DELHI: Power Minister Piyush Goyal will on Monday launch a mobile app, on the occasion of the National Energy Conservation Day, to help consumers compare and choose energy efficient appliances available in the market.

"The mobile application will allow consumers to instantly compare personalised energy savings across all products of a specific class and thus enable them to choose more efficient products available in the market," a senior official



Power Minister Piyush Goyal will on Monday launch a mobile app to help consumers choose energy efficient appliances available in the market.



Bureau of Energy Efficiency



# Mobile technology in India

- India has the third largest Internet user base in the world out of which more than 50 per cent are mobile-only internet users
- Mobile internet users in India expected to double in 2017
- Growth of mobile phone in India is on upsurge

Smartphone  
Penetration



13%

Local Info  
Search



95%

Product  
Research



91%

Purchase  
Decision



54%

**Source**-<http://dazeinfo.com/2014/07/11/mobile-internet-india-2014-349-million-unique-mobile-phone-users-70-traffic-mobile-india-shining-infographic/>

# Key features of the mobile App

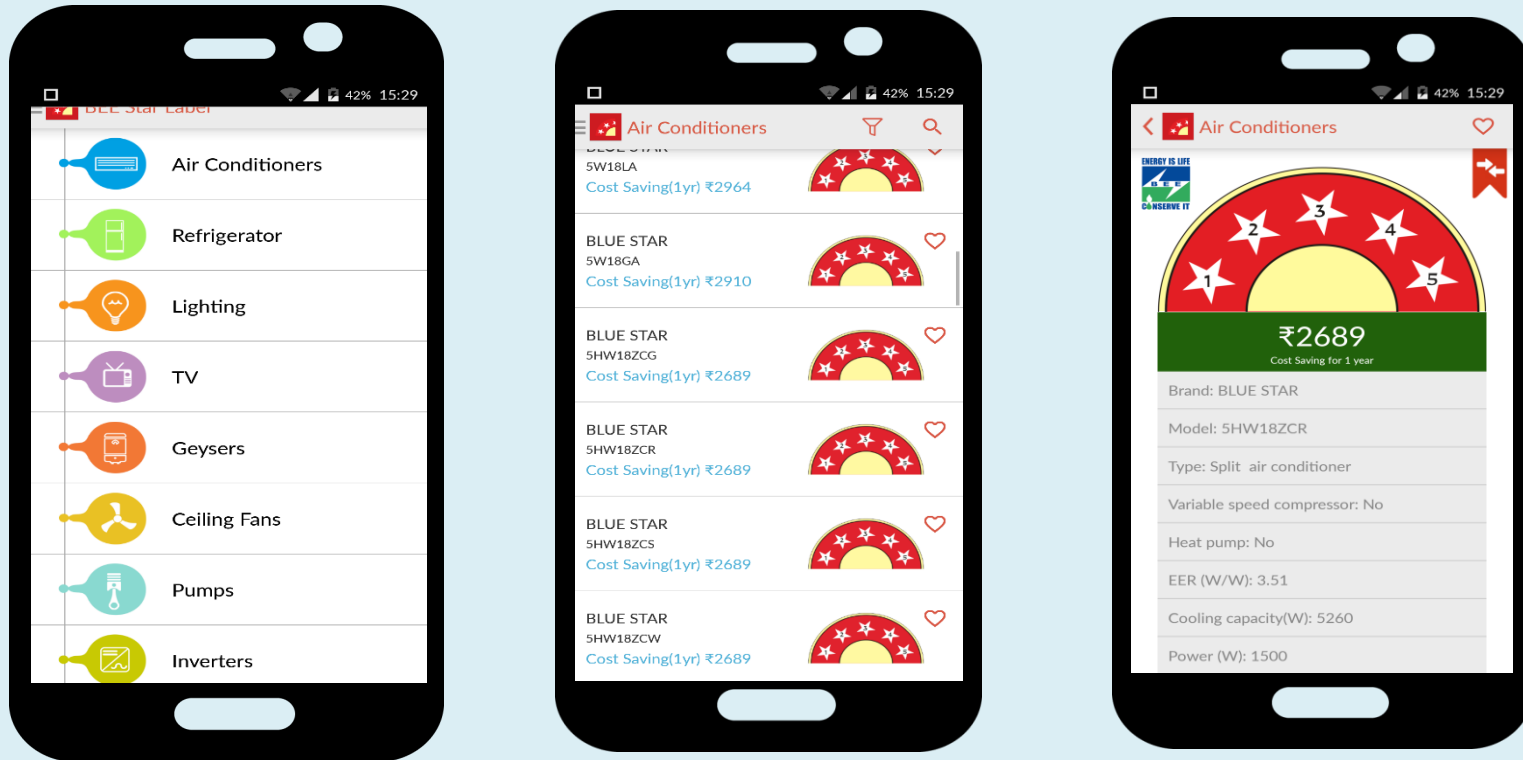
- Multi platform mobile app focuses on all products covered under the S&L scheme
- Presents data in a format which is credible, comprehensible and readily accessible
- The app is linked with registration database of BEE and is updated on a daily basis
- Provides a platform to receive real time feedback





# Energy and Cost savings

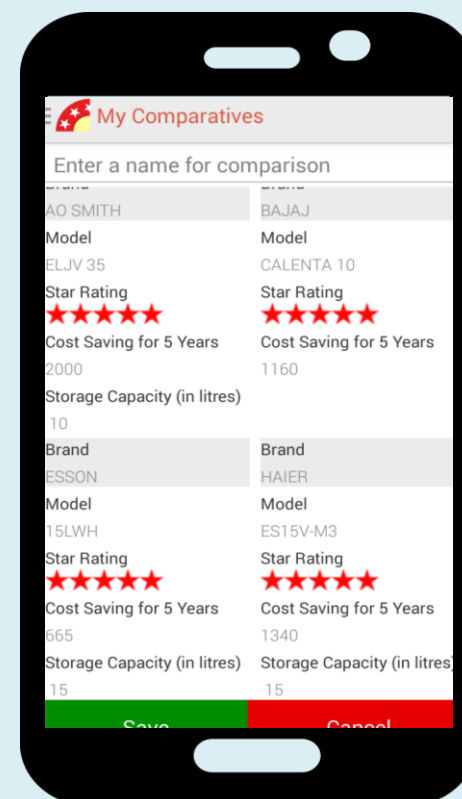
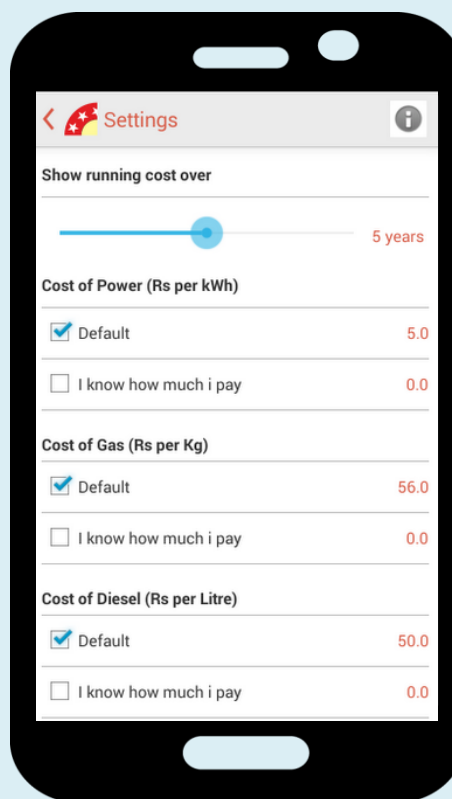
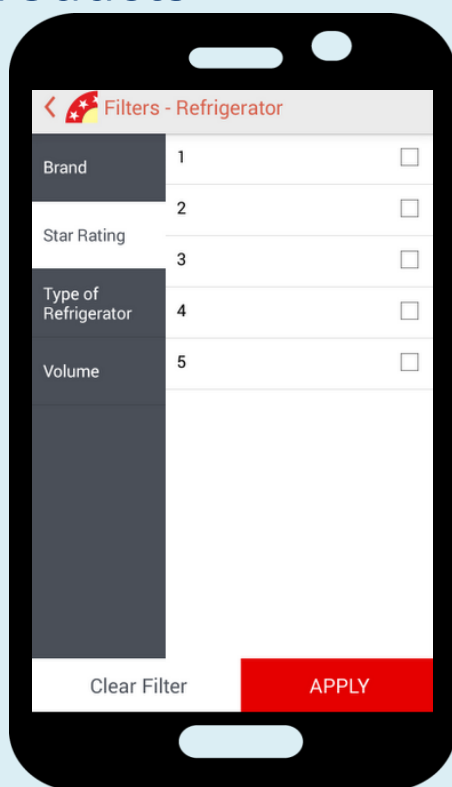
- The App provides energy and cost savings of the labeled appliance using 1 star as the basis





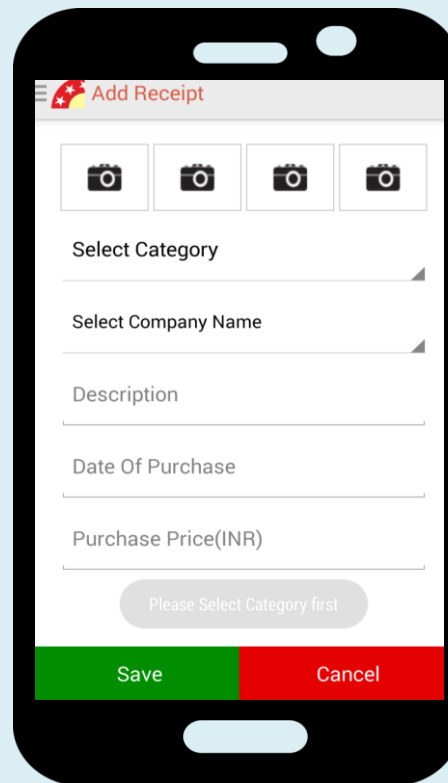
# Filter and Settings

- Allows users to filter products, change the settings and compare products



# Invoice Copy

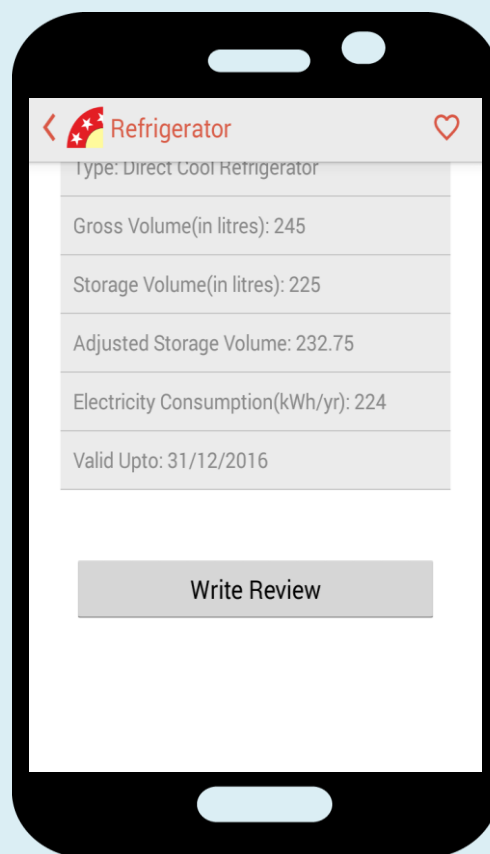
- Users can save invoice copy, to be used in future for annual maintenance or repair under warranty



The image shows a smartphone screen with an app interface for adding a receipt. At the top, there's a header with a red star icon and the text 'Add Receipt'. Below this, there are four camera icons in a row. The form consists of several input fields: 'Select Category' (with a dropdown arrow), 'Select Company Name' (with a dropdown arrow), 'Description', 'Date Of Purchase', and 'Purchase Price(INR)'. A grey button with the text 'Please Select Category first' is positioned below the 'Purchase Price(INR)' field. At the bottom of the screen, there are two large buttons: a green 'Save' button and a red 'Cancel' button.

# Consumer Feedback

- Users can provide product specific or generic feedback



# Features to be added



- News and alerts
- Information on new/upcoming regulations
- Tip of the day
- Pricing information
- Product availability at retailer's stores



# Opportunities and challenges

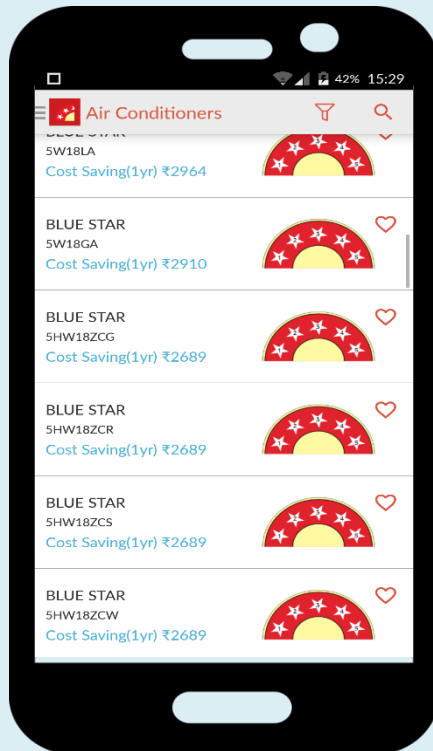


- **Ongoing Engagement with the consumers-** to maintain consumer interest and continuous engagement, include additional features such as ‘tip of the day’ or updates and recommendations on products
- **Help improving compliance-** consumer feedback to BEE can contribute towards market surveillance and supporting M&V
- **Serve as a tool to assist retailers-** the App can build retailer awareness which can be the biggest influencer in purchase decision for the consumer



# Download the app

- The app can be downloaded at android playstore.
- Keywords for searching the app are “BEE Star label”, “star rating”, “5 star” etc.



Download From:





# Thank You For Your Kind Attention

For any further details, please contact

Saurabh Diddi

[sdiddi@beenet.in](mailto:sdiddi@beenet.in)