



# Market transformation of super efficient fans

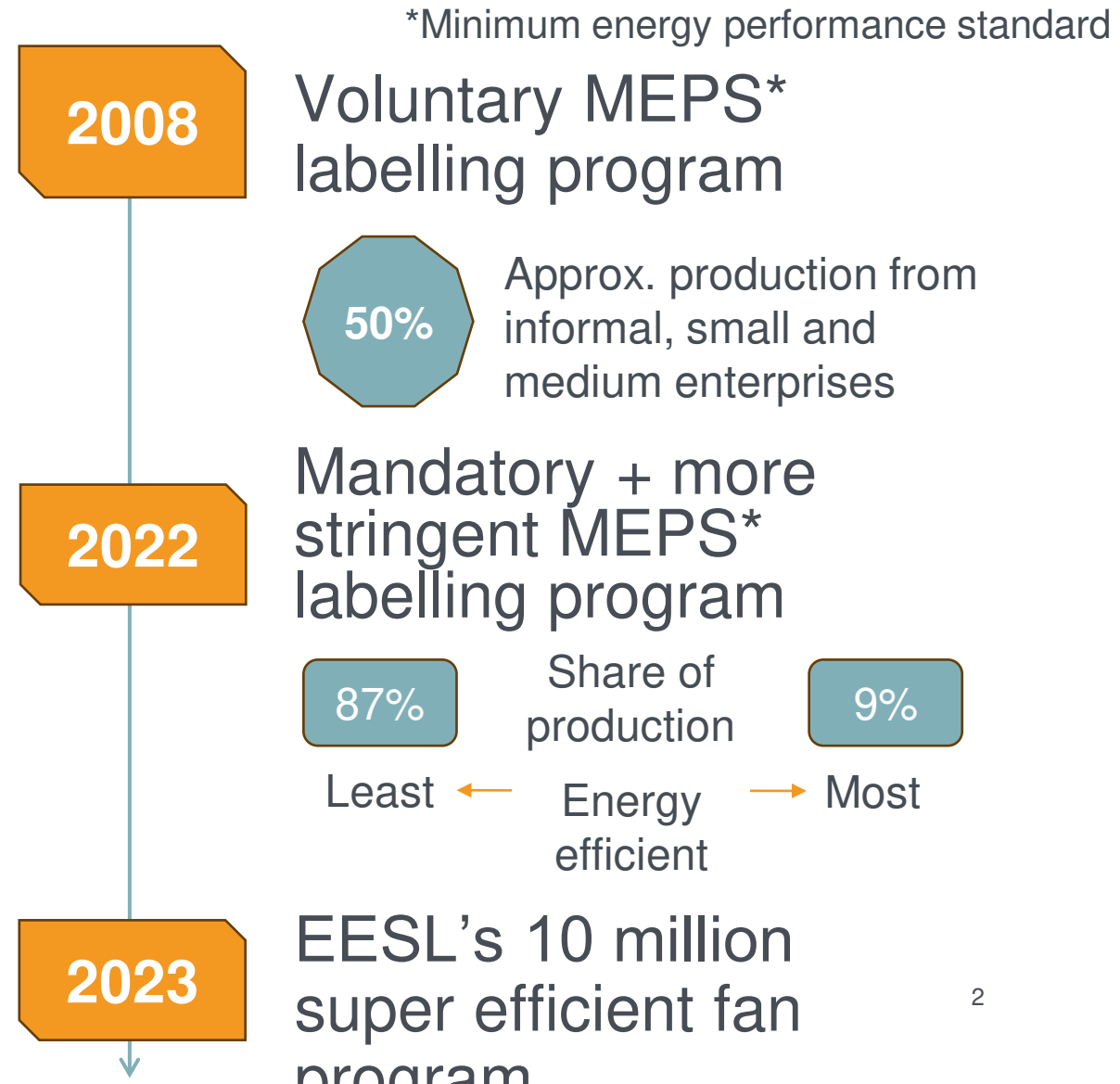
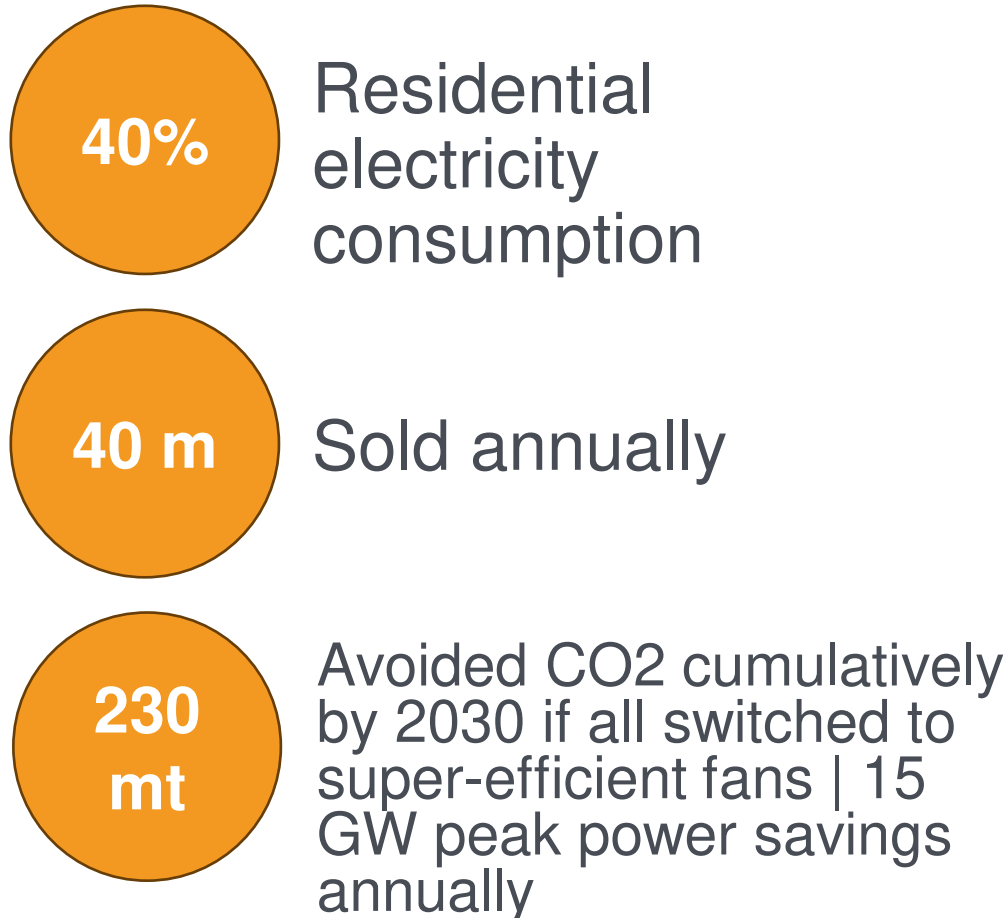
March 2024



Efficient Appliances for People & the Planet

# Using product efficiency policies and bulk procurement to drive market transformation: the example of fans

## Case for super-efficient fans in India



# Supporting EESL implement a bulk procurement program

## Partners



Program design

Digitization and automation

Supply side integration, quality assurance and quality control

Demand aggregation

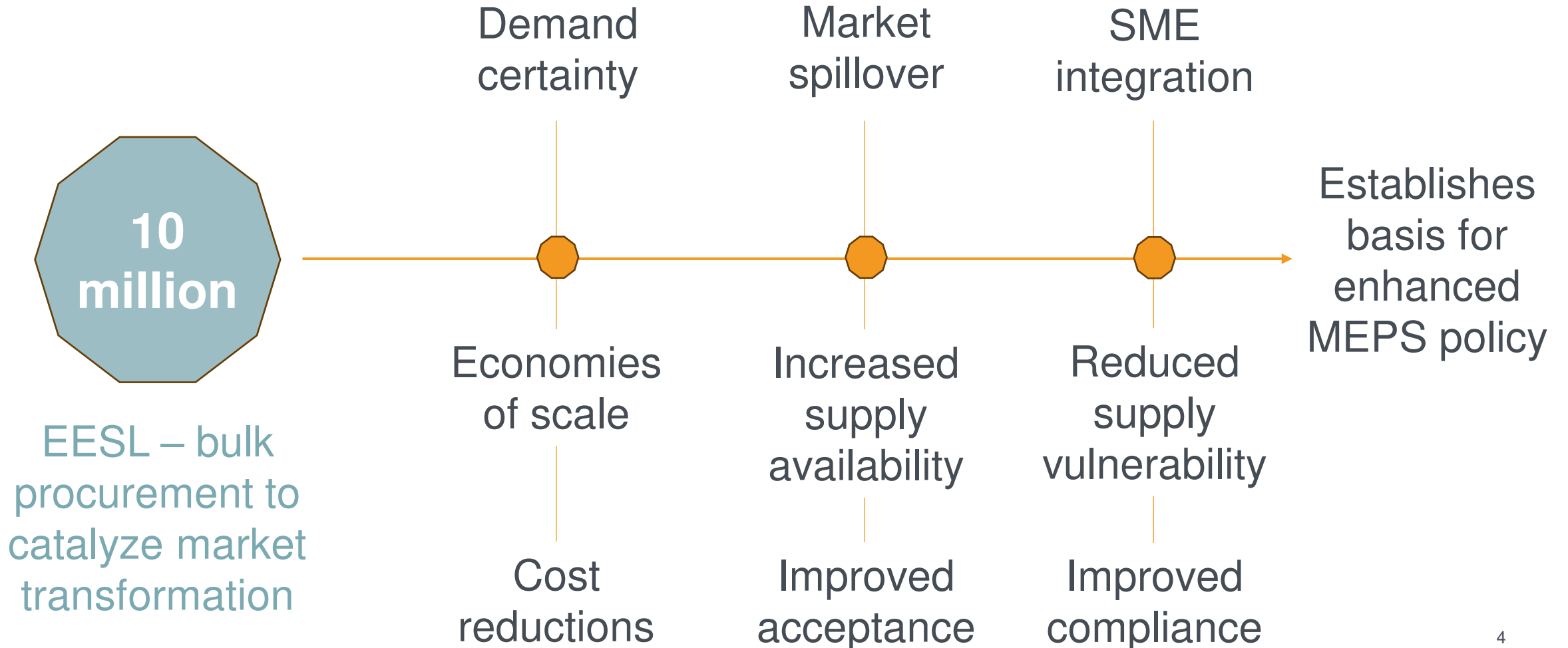
10 million

EESL Super Efficiency Fan Program

Institutional customers

Retail customers

# FAN HUB: integrated program to enable market transformation of ceiling fans



Thank you!



Efficient Appliances for People & the Planet

[clasp.ngo](http://clasp.ngo)