About EESL

• About EESL
• Key Business Models of EESL
• Key initiatives of EESL
• EESL – Enabling More...
About EESL

- Founded in December 2009, EESL today is implementing the largest energy efficiency portfolio in the world
- EESL's energy efficient appliances and technologies have saved India over 35 billion kWh energy annually
- EESL leads the market-related activities of the National Mission for Enhanced Energy Efficiency (NMEEE), one of the 8 national missions under the Prime Minister’s National Action Plan on Climate Change (NAPCC).
- Joint venture of 4 PSU’s:
Key Business Models Of EESL

ESCO Model
- Initial investment by EESL
- Investment recovered through periodic installments
- Operation and maintenance of new equipment is the liability of EESL during the contract period.
- Used to enforce effective product warranties to ensure minimal downtime due to equipment malfunctions

Project Management Consultant (PMC) Model
- EESL plays a role of project management consultant for project implementation
- The upfront investment for the project in this model is borne by the client
- It is a one-time payment cost of services offer for the energy efficiency projects
Key Initiatives of EESL

And now...

- UJALA
- SLNP
- AgDSM
- MEEP
- Energy Efficient Buildings
- Smart Meters
- AJAY
- Solar AgDSM
- Electric Vehicles
Enabling More

- No Subsidy
- No Capex Investment by Consumer
- Managing Risks by overcoming barriers
- Pay-As-You-Save

Demand aggregation
- Bulk procurement – leverage economies of scale
- Transparent operations, outcomes in public domain

EESL’s EV Program

• About the Program
• Business Model
• Progress till date
About the Program

Objective:

• To carry out market transformation of Electric Vehicle ecosystem in India
• Enable 100% transition from ICE vehicles to Electric Vehicles by 2030
• Provide an impetus for Indian vehicle manufacturers, charging infrastructure companies, fleet operators, service providers, etc.
• Gain efficiencies of scale and drive down costs
• Create local manufacturing facilities and grow technical competencies for the long-term growth of EV industry in India
• Enable Indian EV manufacturers to emerge as major global players

Features

Procurement of 10,000 Electric Vehicles & 2000 Charging Stations

Engagement Of Service Provider for End-to-End Fleet Management

Providing E-cars to Ministries/PSUs on Wet & Dry Lease

Cost of lease to be lesser than lease of conventional ICE vehicle

Cars Being Supplied- Result Of International Bidding

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Business Models

Wet – Lease
• The model explained in the schematic

Dry-Lease
• Service Provider is not involved in the model.
• The PSU provides its chauffer

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### PSUs
- Providing space for charging station
- Providing parking space for cars

### EESL
- Procurement & owning of e-cars
- Identifying business and signing contract with PSUs
- Identifying location of charging installations

### Service Provider
- Provide chauffeurs
- Maintenance & repair
- Regulatory compliances
- Fleet Management

### OEMs
- Delivery of e-cars with AMC
- Delivery & installation of chargers with AMC

### Monthly fixed payment

- EESL will sign lease agreement with PSU
- Monthly fixed payment
- Payment for e-cars, chargers & AMC
- Supply of e-cars & chargers

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Wet – Lease
- The model explained in the schematic

Dry-Lease
- Service Provider is not involved in the model.
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## Progress till date

### Engagement of Government Departments and PSU
- Programme Launch by Minister of Power on 7th March 2018
- MoU signed for lease 10,000 E-Cars from Government of Andhra Pradesh on 24th Feb 2018
- Signed 11 agreements across Delhi NCR, Andhra Pradesh and Madhya Pradesh
- Engagement at advanced levels with Governments of Maharashtra, Gujarat and Rajasthan for implementation of program

### Procurement of Cars
- Tendering process for first 10,000 e-cars completed successfully and LoA issued to both OEMs
- Deliveries of cars from both vendors (Mahindra Electric and Tata Motors) received
- 104 cars deployed

### Chargers
- Tenders for 250 chargers (200 AC and 50 DC) have been successfully concluded
- Around 95 AC and 25 DC chargers already installed in premises of our key clients including MoP, MNRE, NTPC, SDMC, NDMC, Finance Commission
- Tenders for another 2000 chargers floated on 19th January.