



**ENERGY EFFICIENCY SERVICES LIMITED**  
A JV of PSUs under the Ministry of Power  
Government of India

## **Electric Mobility by EESL**



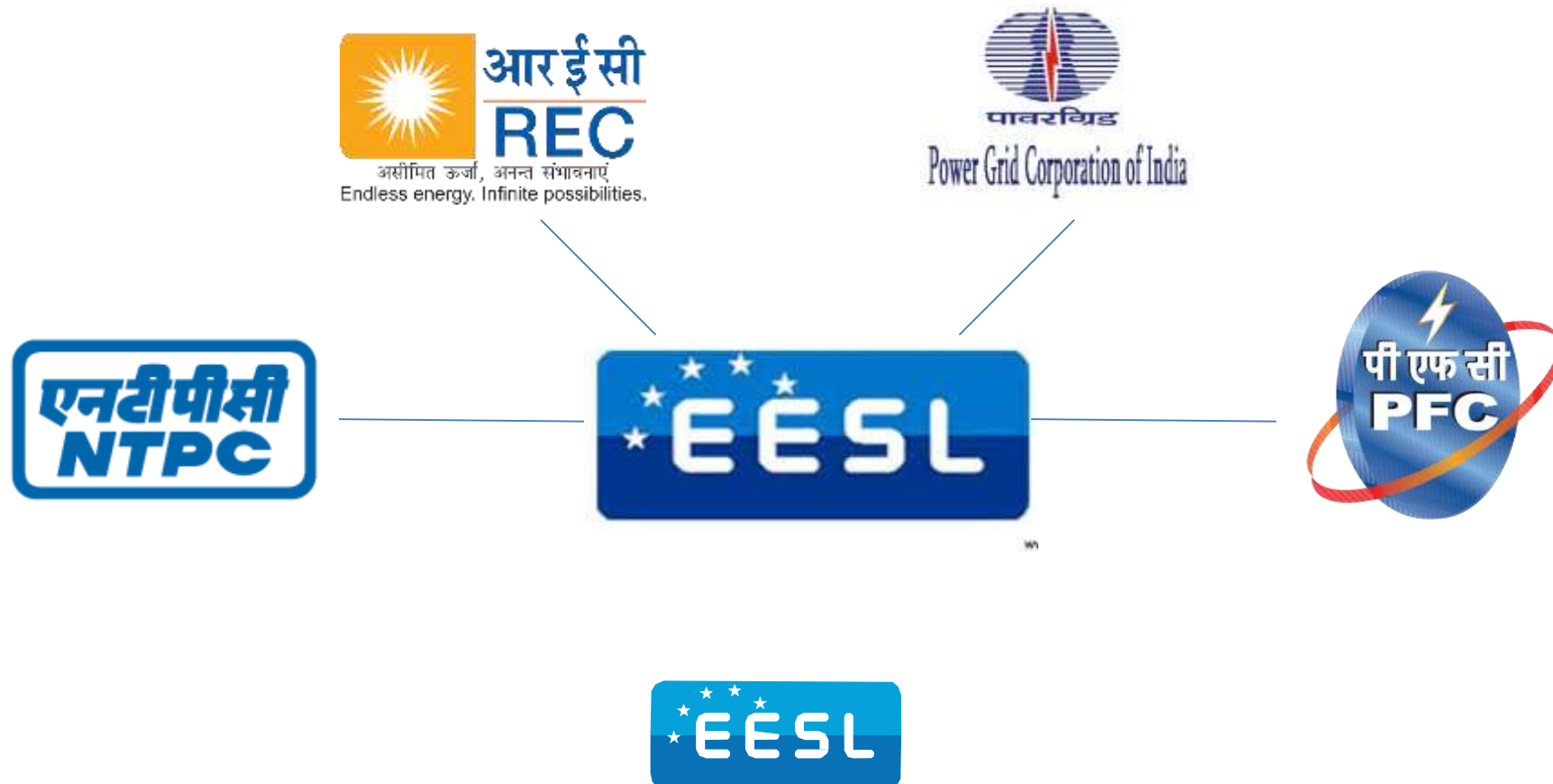
# About EESL

- 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	Project Management Consultant (PMC) Model
<ul style="list-style-type: none"><li>✓ Initial investment by EESL</li><li>✓ Investment recovered through periodic installments</li><li>✓ Operation and maintenance of new equipment is the liability of EESL during the contract period.</li><li>✓ Used to enforce effective product warranties to ensure minimal downtime due to equipment malfunctions</li></ul>	<ul style="list-style-type: none"><li>✓ EESL plays a role of project management consultant for project implementation</li><li>✓ The upfront investment for the project in this model is borne by the client</li><li>✓ It is a one-time payment cost of services offer for the energy efficiency projects</li></ul>

# Key Initiatives of EESL



UJALA



SLNP



AgDSM



MEEP



Energy Efficient Buildings



Smart Meters



AJAY



Solar AgDSM

And now...



Electric Vehicles

# EESL – Enabling More...

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## 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

**More Efficiency. More Innovations. More Savings. More Productivity. More Life.**



# 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





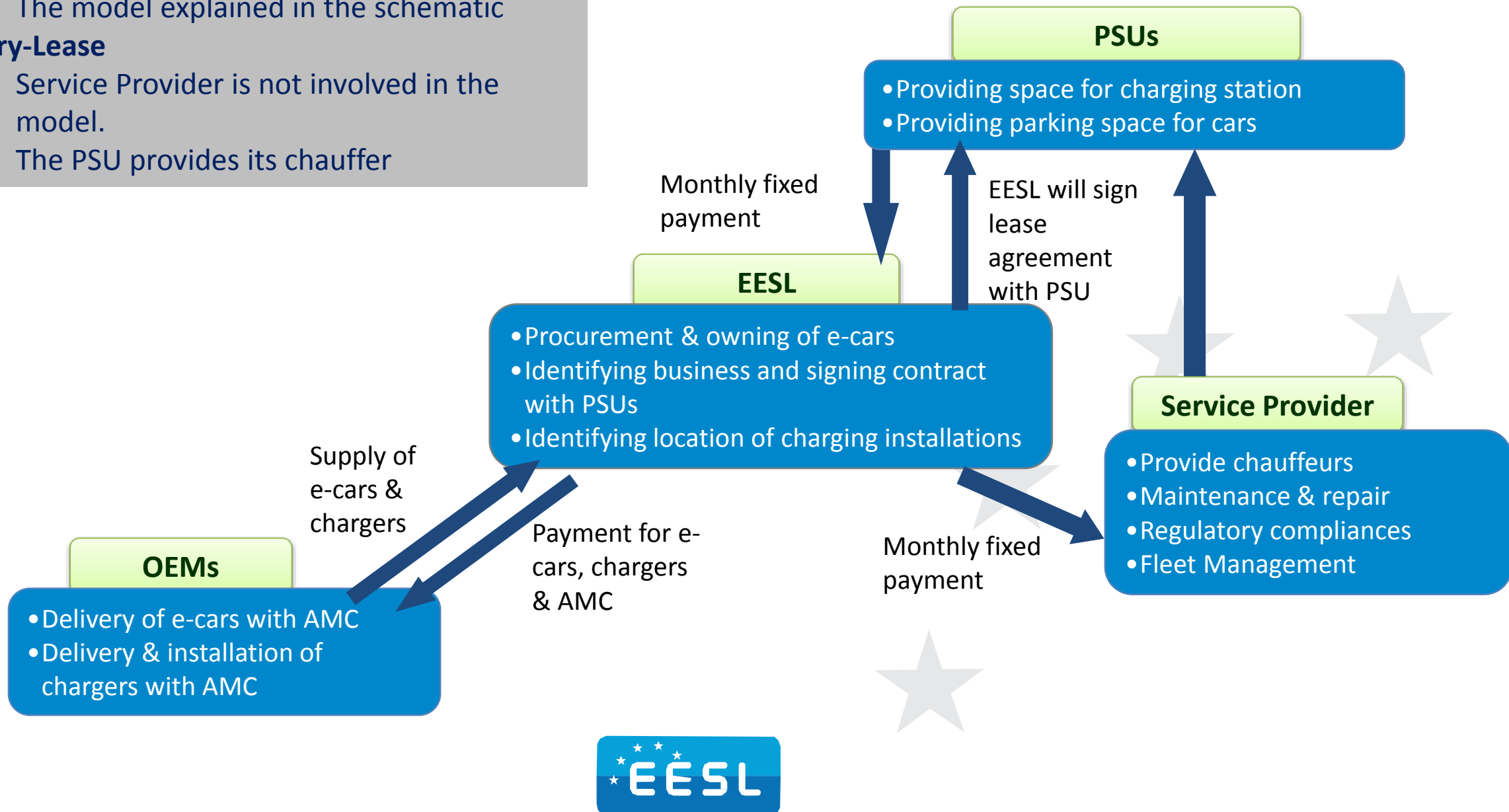
# Business Models

## Wet – Lease

- The model explained in the schematic

## Dry-Lease

- Service Provider is not involved in the model.
- The PSU provides its chauffeur



# 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 19<sup>th</sup> January.



Thank You

