

# Consume 50% Less Power, Are Tad Pricey Energy-efficient ceiling fans gather currency

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**Chennai:** After air conditioners and refrigerators, energy-efficient fans are making their way into homes ahead of summer this year.

Consumer durables companies are launching fans with BLDC technology (Brushless Direct Current motors) that use just about 50% of the energy used by regular fans.

Traditionally, fans consume about 70 watt of electricity an hour, and companies say that fans with BLDC technology would consume only 32 watt an hour. Fans with BLDC motors typically cost about Rs 1,500 more than regular fans, but considering that they consume about 50% less power, the user would get back his investment in about a year.

The Coimbatore-based Versa Drives is among the early movers in the space when they launched a product with a BLDC motor. The company has launched Superfan, which is priced around Rs 3100 and has sold 30,000 units so far, through offline stores and e-commerce portals. "The product has been received well by consumers. We have sold a majority of the products to institutional buyers like offices or hospitals, but going forward, we will sell more to households, once we

## GEN-NEXT TECH



▶ Brushless direct current motors use 50% of the energy that other fans use

▶ Fans with BLDC motors cost about Rs 1,500 more than regular fans, but customers get leaner EB bills

start marketing activities targeting households," Sundar Muruganandhan, managing director of the company said. The company manufactures its products in Coimbatore, and has been approached by several large fan makers to supply fans to them, he said.

Recently, Orient Electric, part of CK Birla Group, has just launched a new product with this technology. The company has launched two models – one priced Rs 4,800, and another, Rs 8,000.

Crompton Greaves too has such plans. "Crompton was the first in India to develop and demonstrate effectively, readiness of ceiling fans with

BLDC technology with 35 watts of power consumption for the minimum mandated air delivery. The products are currently on trial in the market and will be launched formally at the appropriate time," a spokesperson for Crompton said.

Industry sources say the market for BLDC fans is gaining traction, and the Super Efficient Equipment Programme (SEEP) launched by the Bureau of Energy Efficiency will further aid the growth by encouraging manufacturers to sell energy-efficient products. Under the scheme, all manufacturers will get a certain amount of money for every energy-efficient appliance they sell.

"The challenges are the availability and high cost of materials like magnets and electronics in the domestic market or through imports. BEE is working on various options with manufacturers, NGOs and other government agencies to ensure smooth introduction of the product through their SEEP programme. It is still in a discussion stage. With the government's support, one can expect the market to take shape for long term implementation of this technology," the Crompton Greaves spokesperson said.