

# *Advantage Star Rating*



Electric Lamp & Component  
Manufacturers' Association of India

# *ELCOMA Vision Statement*

- All Lamps produced to IS Specification
- Wants consumers to have an intelligent and data backed choice
- Wants lighting industry to also have a product positioning choice from minimum standard upwards
- Wants consumer to see product specification printed on product packing
- Wants to encourage energy saving in Lighting Products

# *Today's Situation*

- Lighting load in India is 17% of installed generating capacity as against less than 7% in developed countries
- To meet customer requirements and varying applications, the Lighting Industry Produce very wide variety of lamps:
  - Different Wattages
  - Varied technologies
  - Voltage varieties
  - Various Dimensions

## *Today's Situation*

- Lighting Industry also continuously introducing new and innovative products to save energy:
  - Fluorescent Lamps → T-12 → T-8 → T-5 → CFL (Compact Fluorescent Lamps)
  - HPSV → Super HPSV
  - Magnetic Ballast → Electronic Ballast

# *Future Introductions*

- In the “Kitchen” for future introductions:
  - High output LED
  - Inductive Lamps
  - Sulphur Lamps
  - Nanocrystal phosphors
  - Sensors

# *Segmentation of Lighting Industry*



- Large Scale
- Medium Scale
- Small Scale

ALL ARE RELIANT ON EACH OTHER

PRODUCTION QUALITY VARIES FROM COMPANY TO COMPANY

## *What have others done*

- The lighting load in China in 1990s was similar to India, but as a result of strategies and rigorous implementation, they have brought down lighting load to under 10%
- IN USA, Star ratings are not only given to products, but also to buildings
- In UK the “Best Practices” in energy efficiency are widely publicised to encourage other to emulate
- In Australia, they have a Smart Business program for energy saving

# *Advantage of Star Rating*

- Minimum star rating is 1\* and ultimate is 5\*
- Establishes a minimum standard
- Energy Saving potential
- Consumer has an intelligent and purposeful choice
- Star rating can be upgraded with innovative and new introductions to further improve energy saving potential
- Longer Product life and Quality Assurance

# *Advantage of Star Rating*


- Consumer has a choice
- Industry is given a choice
- Encourages energy saving
- “Star” related pricing possible
- Total upgradation of quality
- Upgradation of existing testing laboratories and establishment of new labs
- National requirement of greater emphasis on energy saving
- The great leveler by **\*\*STARS\*\***

# *Lighting and Star Rating*

- Why Fluorescent Lamp as Priority?
  - FTL is sold in large quantity and offers excellent Energy Saving potential at comparatively lower initial cost
  - Energy saving potential 70 to 80%
  - Production about 20 million per annum in India
  - Growing @  $\pm 8\%$  per annum
  - Maximum usage in commercial and industry where consumer can see energy saving advantage

# *Recommendation*

- Give maximum publicity
- Work out a rewards system in initial stages
- Punishment for unscrupulous and also those below Star Rating
- BEE, BIS and Industry to work closely to evolve a practical procedure and acceptable standards
- BEE's primary aim is energy saving but BIS's aim is total quality standard. These objectives must be merged to ensure success



*ELCOMA working towards  
Consumer Satisfaction and  
Protection*