

TATA Power-DDL's Energy Efficiency Initiative for distribution of Energy Efficient LED Lighting and Other Products for customers

TATA Power-DDL Launches Radar & Bluetooth speaker bulb in association with Halonix



Mr. Rajeev Kharyal Head (CS, KCG, VAS & NBS) launching Air Purifier on 22 Oct' 2021

Product Description	Offered Price (Rs. / piece)	MRP (Rs. / piece)	Discount of MRP (%)	Warranty (years)
10 W LED-Radar Motion Sensor	305	349	12	1
9W LED-Inbuilt Bluetooth Speaker	535	649	18	1

Salient Features of Radar Bulb (Motion Sensor)

- Auto ON-One of the highlights of this product is that it gets automatically switched On only when it detects movement and therefore helps conserve energy during daylight hours or when there is no movement in its 15 feet radius
- Suitable for Bathroom, Balcony Staircase Porch, Driveway, Store room etc

Salient Features of Speaker Bulb (Motion Sensor)

- Connect through Bluetooth and play music from your phone.
- No cable & no charging required.
- Two Lighting Options: The Halonix Speaker Bulb can give 9W bright white light output or a 0.5W yellow light option. It can flip between the options by just switching on/off the bulb.
- Play music from Apps like YouTube, Google play, JioSaavn, etc.

TATA Power-DDL Launches Air Purifier in association with Voltas



Mr. Dwijadas Basak Chief (CE, Commercial & SIG) launching Air Purifier on 29 September 2021

Product Description	Offered Price (Rs. / piece)	MRP (Rs. / piece)	Discount of MRP (%)	Warranty (years)
Voltas (VAP26TW V)	7,000	12,990	46	2
Voltas (VAP36TW V)	8,000	15,990	50	2

Salient Features of Voltas Air Purifier

- Voltas Air Purifier are powered with 6-stage* filtration process and removes up to 99.97% airborne pollutants, eliminates impurities with ease and experience pure air in the comfort of your home.
- Ability to eliminate particles >0.3 micron meter
- Absorbs harmful organic compounds like TVOC, formaldehyde toluene etc.
- Sterilizes the indoor air by removing various viruses, bacteria, and other pathogenic microorganisms.
- Customers can register Voltas Air Purifier online by clicking on the banner available at website's homepage (<https://www.tatapower-ddl.com>) or Link: (<https://www.tatapower-ddl.com/dsmportal/applyacscheme.aspx>) or they can mail us at sales@tatapower-ddl.com.

TATA Power-DDL Launches Air Purifier in association with Philips



Mr. Dwijadas Basak Chief (CE, Commercial & SIG) launching Air Purifier on 29 September 2021

Product Description	Offered Price (Rs. / piece)	MRP (Rs. / piece)	Discount of MRP (%)	Warranty (years)
Air Purifier (AC1217)	11,783	13,995	16	2

Salient Features of Philips Air Purifier

- Quieter and constant clean air delivery during sleep
- Healthy air protect alert for filter lifetime with accuracy
- Real-time air quality feedback (series 1000)
- It can effectively remove ultra-fine particles as small as 0.02um.
- It also filters out harmful gases such as formaldehyde and TVOC.
- Certified or tested by ECARF and Airmid
- Customers can register Voltas Air Purifier online by clicking on the banner available at website's homepage (<https://www.tatapower-ddl.com>) or Link: (<https://www.tatapower-ddl.com/dsmportal/applyacscheme.aspx>) or they can mail us at sales@tatapower-ddl.com.

TATA Power-DDL Launches BLDC Fan in association with Crompton



Mr. Dwijadas Basak Chief (Commercial & SIG) launching BLDC Fan on 1st July 2021

Product Description	Offered Price (Rs. / piece)	MRP (Rs. / piece)	Discount of MRP (%)	On-site Warranty (years)	Energy Saving
BEE 5 Star rated 35W BLDC Fan*	3,220	4,480	20%	5	Up to 50%**

*Doorstep delivery is not available under this Scheme.

*Customer has to provide Coupon, given along with fan for free installation.

**Considering replacement of conventional non star rated Ceiling fan of 75W.

Salient Features of Crompton BLDC Fan

- The BLDC fan is available in two models - Energion- Nstar and Energion- HS.
- Both the models of BLDC fan are available in the colour range of Lustre Brown, Opal White, and Ivory.
- Remote operated with intelligent memory and sleep well timer function.
- Featured to be working at a wide voltage range (90V-300V). It produces smooth operation and has superior air delivery.
- BLDC motors do not have brushes so they are more reliable and life expectancies as compared to conventional ceiling fans.
- Every Residential, Commercial, Industrial Customer of TATA Power-DDL is eligible to get the EEP under this Scheme.
- Customers can avail the products at upfront cost, there is no EMI provision.
- Customers can purchase any numbers of Energy Efficient Product under this scheme.
- Crompton shall be solely responsible for the performance and warranty service of the BLDC Fan distributed under the Scheme.

TATA Power-DDL Launches BLDC Fan in association with Halonix



Mr. Dwijadas Basak Chief (Commercial & SIG) launching BLDC Fan on 25th March 2021

Product Description	Offered Price (Rs. / piece)	MRP (Rs. / piece)	Discount of MRP (%)	On-site Warranty (years)	Energy Saving
BEE 5 Star rated 28W BLDC Fan*	2,375	4,000	40%	2	Up to 70%**

*The price with doorstep delivery is Rs. 2,525.

*The price with delivery & installation is Rs. 2,625.

*Total Price including old fan buy back value plus delivery & Installation is Rs. 2,525.

**Considering replacement of conventional non star rated Ceiling fan of 75W.

Salient Features of Halonix BLDC Fan

- The BLDC fan is available in two colour variants – White and Brown
- It has an additional feature of a 0.5 Watt LED lamp which can be switched on without operating the fan as a night light.
- Inner rotor BLDC motors have low rotor inertia allowing them to accelerate, decelerate, and reverse direction quickly.
- The motor is manufactured with copper wires that keep your fan from experiencing power surges.
- BLDC motors do not have brushes so they are more reliable and life expectancies as compared to conventional ceiling fans.
- The conventional fan uses an induction motor and typically consumes 70-90 watts. But BLDC fan, on the other hand, can reduce power consumption by up to 70%.
- Featured to be working at a consistent speed from 130 -260 volts AC, it produces smooth operation and high air delivery of 230 CMM.
- The sweep size of the BLDC fan is 1200 mm.
- The BLDC fan comes with all function smart remote control.
- Every Residential, Commercial, Industrial Customer of TATA Power-DDL is eligible to get the EEP under this Scheme.
- Customers can avail the products at upfront cost, there is no EMI provision.
- Customers can book online and can get the delivery of BLDC fans by visiting <https://www.tatapower-ddl.com/dsmportal/applyacscheme.aspx>



- Halonix shall be solely responsible for the performance and warranty service of the BLDC Fan distributed under the Scheme.

TATA Power-DDL Launches Anti-Bac LED bulb in association with Crompton



Mr. Dwijadas Basak Chief (Commercial & SIG) launching Anti-Bac LED bulb on 25th Jan' 2021

Anti-Bac LED Bulb

Product Description	Offered Price (Rs. / piece)	Tentative MRP (Rs. / piece)	% less w.r.t MRP	Warranty (in years)	Replacing Conventional Appliances	% Energy Saving
Anti-Bac LED Bulb 9 watt	85	190	55%	1	60W Incandescent / 14W CFL Bulb	Up to 85% / 36%

Salient Features of the Anti-Bac Bulb:

- Promotes Health and Environment friendliness.
- Anti-Bac LED bulb works on the concept of how light can kill germs, depending on the wavelength at which it is emitted.
- Provides continuous microbial disinfection with visible light.
- It is also recommended by The Indian Medical Association.
- One switch to kill up to 85% germs.

TATA Power-DDL Launches LED bulb and Tube Light in association with Crompton



Mr Sanjay Banga (CEO of TATA Power-DDL) launching 5 star LED bulb & tube light on Feb'2019

Other Product Description	Offered Price (Rs. / piece)	Tentative MRP (Rs. / piece)	Discount of MRP (%)	Warranty (in years)	Replacing Conventional Appliances	%Energy Saving
LED Bulb 10 watt	120	285	58%	1.5	60W Incandescent / 14W CFL Bulb	Up to 85% / 36%
LED Tube light 20 watt	210	600	65%	1.5	T12 / T8 Fluorescent Tube light	Up to 56%

Salient Features of the Program:

- Customer can purchase BEE 5 star rated energy efficient LED bulbs and Tube lights available at discounted price.
- Every Residential, Commercial, Industrial Customer of TATA Power-DDL is eligible to get the EEP under this Scheme.
- Customers can avail the products at upfront cost, there is no EMI provision
- CGCEL shall be solely responsible for the performance and warranty service of the LED bulbs and Tube light distributed under the Scheme.

TATA Power-DDL has tied up with Energy Efficiency Services Limited (EESL) for UJALA scheme



Mr. Praveer Sinha (CEO & MD) launching UJALA Scheme on February 7, 2017

Offer with product description under the Scheme:-

Product Description	Offered Price in Ujala (Rs. / piece)	Tentative Market Price (Rs. / piece)	Discount of MRP (%)	Warranty (in years)	Replacing Conventional Appliances	Energy Saving
LED Bulb 9 watt	70	70	-	1	60W Incandescent / 14W CFL Bulb	Up to 85% / 36%

Salient Features of the Program:

- Products to be offered at a special price.
- Every Residential, Commercial, Industrial customer of TATA Power-DDL is eligible to get the LED bulbs and Tube lights under this Scheme.
- Customer needs to show Electricity bill copy or any ID Proof (Aadhaar Card, Voter ID Card, Driving License, Passport, PAN card.)
- Customers can avail the products at upfront cost, there is no EMI provision
- Customers can purchase any numbers of Energy Efficient Product under this scheme.
- Energy Efficiency Services Limited (EESL) shall be solely responsible for the performance and warranty service of the LED bulbs and Tube light distributed under this Scheme.

Please Note:

Customers can get these Energy Efficient Products through TATA Power- DDLs Energy Efficient Products Sales counters between 10.00 am to 3.00 pm. from Monday to Friday and 10:00 am to 12.00 pm on Saturday.

[Click Here](#) to view locations of TATA Power- DDLs Energy Efficient Products Sales Counters