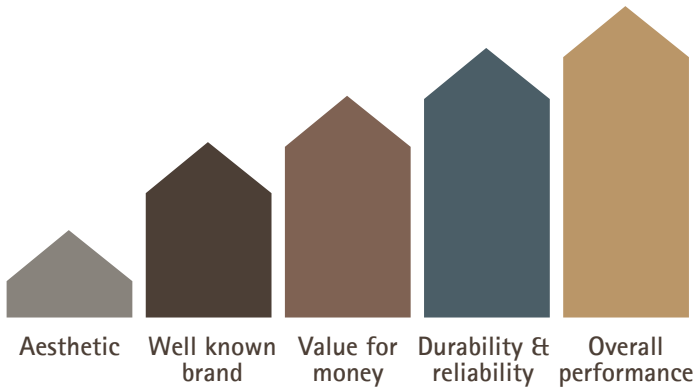
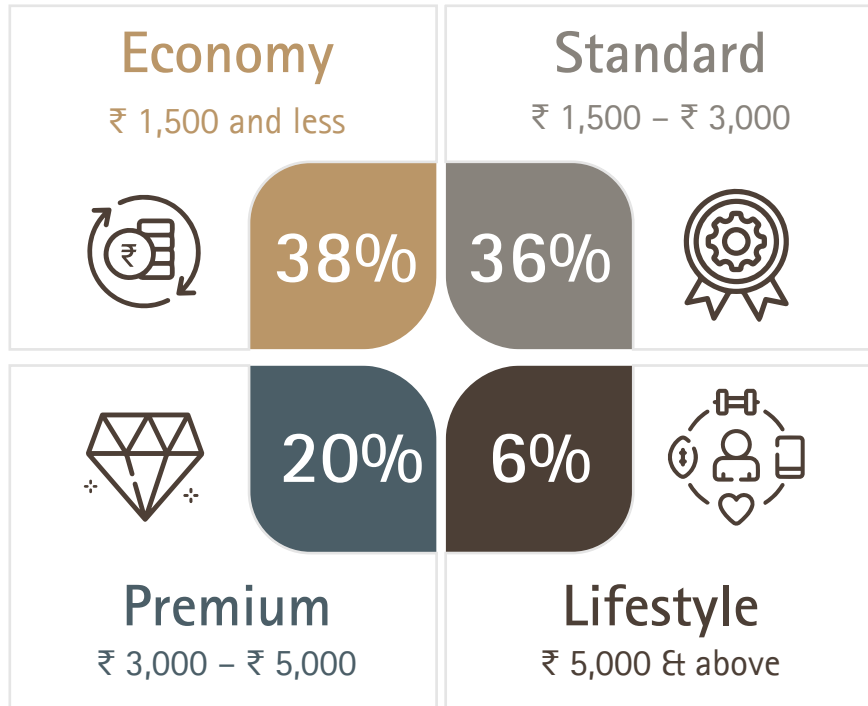


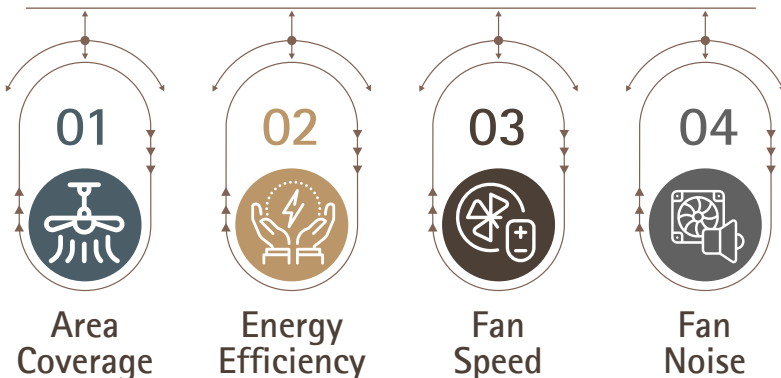
An Overview of Fans market and buying behaviour of Indian consumers

Annual market for fans is 100 mn units in India, and ceiling fans account for 70% of it.

The types of fans are classified into economy, standard, premium and lifestyle based on price point. The market is dominated by the economy and standard fans.



Overall Performance parameters



Typical Buying Behaviour

Key purchase criteria as per end consumer, retailers and OEMs were **'Overall Performance'**, **'Energy Efficiency'**, **'Durability'**, and **'Reliability'**.

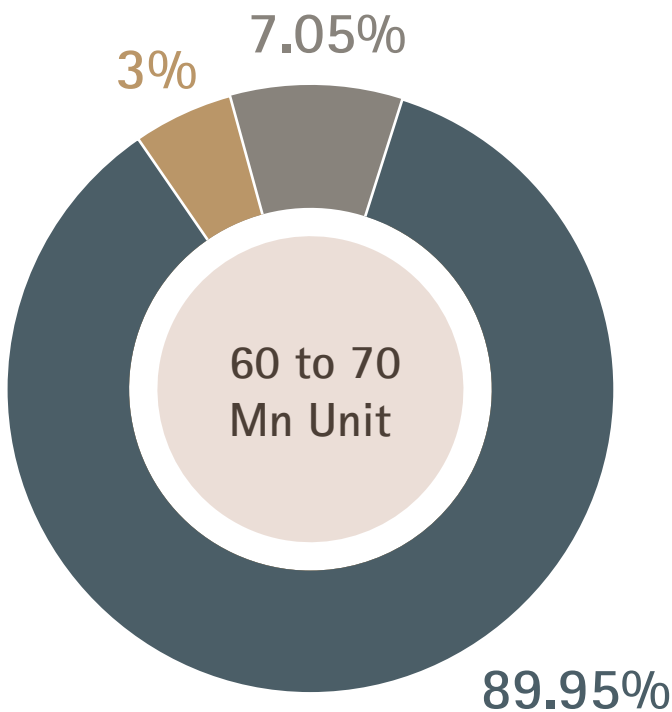
Retailers considered the operational performance (area coverage, fan noise and speed) of the fan is important; while consumers considered the aspects of 'value for money' and 'well-known brands'.

Energy efficiency is a growing concern among consumers

Energy-efficient or Star rated fans currently have low penetration due to the lack of awareness and voluntary nature of Star labeling.

The awareness is expected to improve with increasing penetration of star rated fans, including BLDC fans and a mandate of BEE ratings by the Government from July 2022.

Segment wise market share Ceiling fans (%)



The market for BLDC and BEE-rated fans is increasing in metro and tier 1 cities (75% and 90% respectively)

It is yet to capture tier 2 and tier 3 cities/ towns.

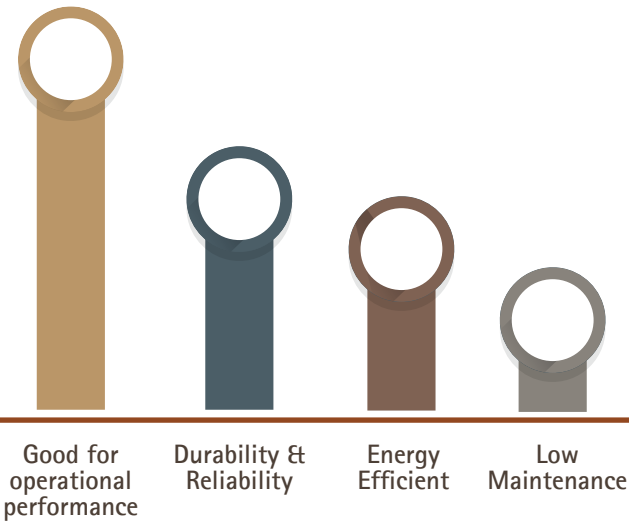
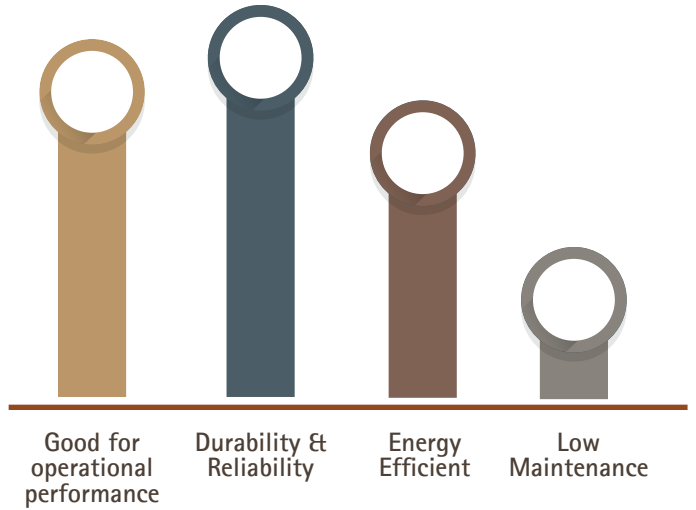
The BEE Super-Efficient Equipment Program (SEEP) program covers appliances such as ACs, refrigerators, washing machines, fans, etc. under which financial stimulus is provided to manufacturers for introducing energy-efficient appliances. This scheme has pushed new startups and existing OEMs to introduce more BLDC fans, thereby increasing the market penetration.

- Regular Motor Fans (Without BEE Rating)
- BLDC Fans
- BEE Rated Fans (With Regular Motor)

Copper is associated with 'Durability & Reliability' and 'Good operational performance' among all stakeholders

Durability & Reliability is the second criteria when purchasing fans

How aware consumers associate copper with fans



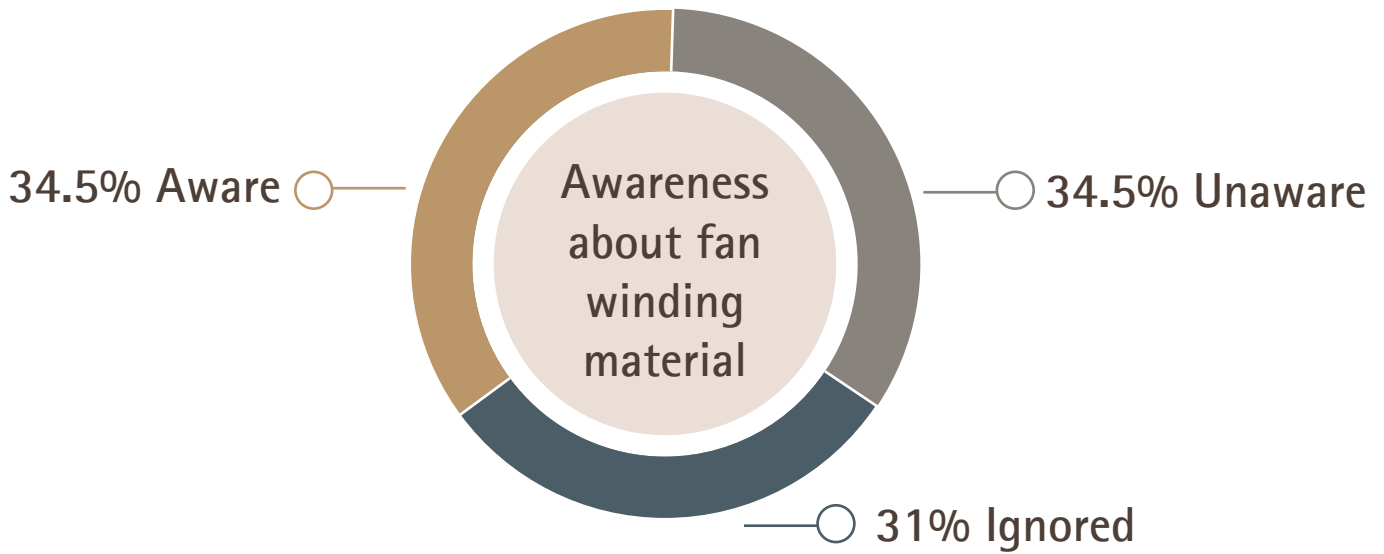
How retailers associate copper with fans

How service providers associate copper with fans



There is low awareness about Copper in fans (only 32%)

Retailers are the key source of information followed by product descriptions (OEM communication)



Copper aware sample

