

## **CESL resumes distribution of affordable LED bulbs under Gram Ujala in UP & Bihar**

**New Delhi, June 25, 2021:** Convergence Energy Services Limited, a wholly owned subsidiary of Energy Efficiency Services Limited, has resumed distribution of LED bulbs as part of its Gram Ujala Scheme in villages of Uttar Pradesh and Bihar.

Under the Gram Ujala programme, 7 watt and 12-Watt LED bulbs with 3-years warranty will be given to rural consumers against submission of working incandescent bulbs at an affordable cost of INR 10 per bulb.

So far, CESL has distributed 25,2069 LED bulbs in Arrah and Buxar districts of Bihar, whereas in UP, nearly 10,8470 LED bulbs have been sold in Varanasi, Prayagraj, Kaushambi, Pratapgarh and Bhadohi areas.

The affordable scheme was launched by Minister of State for Power, Shri R K Singh in March this year and has helped save costs of around INR 17 crore per year alongwith 5,06,35,066.68 kWh energy per year.

Any consumer from a rural household with a valid electricity connection from DISCOM can avail LED bulbs under the initiative. Operations under the programme had begun before the pandemic induced restrictions were imposed in the country in April. Now, with the unlock in Uttar Pradesh and Bihar, distribution and awareness building about Gram Ujala has restarted.

**Speaking about the resumption of the scheme, Ms Mahua Acharya, MD and CEO, CESL said,** "Providing affordable and high-quality LEDs to rural households in India is a matter of great importance. It empowers people with energy efficient lighting and enables them to save a significant amount on their electricity bills as well. The bulbs, available at 10 rupees, which is a fraction of its market cost, has been made possible by Carbon Credits. We are making efforts to take Gram Ujala to every corner of the country."

CESL uses carbon credits to offset the cost of these LED bulbs. One consumer can exchange a maximum of 5 bulbs under this initiative. These bulbs consume 88% less electricity as compared to their incandescent counterparts. They contribute significantly to reducing carbon emissions, energy savings and monetary savings. These lights come with a three-year free replacement warranty and better shelf life. Switching to these affordable LED lights can help in saving up to 13 units per bulb per month.

### **About CESL:**

A 100% owned subsidiary of EESL – Convergence Energy Services Limited (Convergence), a new energy company is focused on delivering clean, affordable and reliable energy. Convergence focuses on energy solutions that lie at the confluence of renewable energy, electric mobility and climate change.

### **For further information, please contact:**

Neha Bhatnagar: [nbhatnagar@eesl.co.in](mailto:nbhatnagar@eesl.co.in)