

*First Prize*

*Manufacturers of  
BEE Star Labeled Appliances  
(Ceiling Fan)*

## **CROMPTON GREAVES CONSUMER ELECTRICALS LIMITED**

**Ponda (Goa)**

### *Unit Profile*

CG brought the electric fan to the Indian sub-continent. The company - earlier known as Crompton Parkinson Works - manufactured its first ceiling fan in 1937 at Worli, Mumbai. It later diversified into Table, Pedestal, Wall, Ventilating exhaust and industrial fans and With rising demand, Crompton Greaves has expanded its manufacturing facilities setting up manufacturing operations in Goa and Himachal Pradesh. Around 600 Lac Fans have been sold to consumers in India during past 10 years.

The 'CG Fans' division forms an important segment in CG's Consumer business. With a rich heritage of over 80 years in the business of manufacturing fans, CG has established itself as the largest and leading fan manufacturer in India, holding a current market share of 26%.

This year, CG has become the first fan manufacturing enterprise in India to cross sales of 10 million units, and the business continues to enjoy its 'Superbrand' status for the eighth consecutive year.

### **Manufacturing Base and Exports**

CG Fans has manufacturing units at Bethora and Kundaim in Goa and Baddi in Himachal Pradesh, and supports a network of authorised dealers and retailers and marketing professionals stretched across 22 branch offices across the country. CG is a leading fan exporter to countries like France, Italy, United Kingdom, Brazil, Australia, China, USA and many more.

### **Product Categories**

Fans can be broadly divided into seven distinct categories: ceiling, table, pedestal, wall-mounted, domestic exhaust, industrial and specialty. CG manufactures fans like Ceiling fans, Table fans, Wall-mounted fans, Pedestal fans, Exhaust fans, Industrial fans for various applications of air delivery, be it domestic or industrial. As a market leader, CG has a major presence in all these segments. Its range of ceiling fans is the largest in India and encompasses everything from under-light and decorative

fans to standard models in different colours and blade shapes. With its finger on the pulse of rapidly changing consumer preferences for energy-friendly and modern products, the company has also introduced models in metallic and special finish colours. These are designed especially to complement interior décor and keep pace with the aesthetic preferences of the rapidly expanding and changing customer base. In addition, its table, pedestal and wall-mounted fans are available in both metal and plastic and form an enviable addition to the brands' product portfolio. Besides the wide range of industrial heavy duty exhaust fans, air circulators and air curtains, Crompton has also made inroads in the axial flow and external rotor motor (ERM) products market.

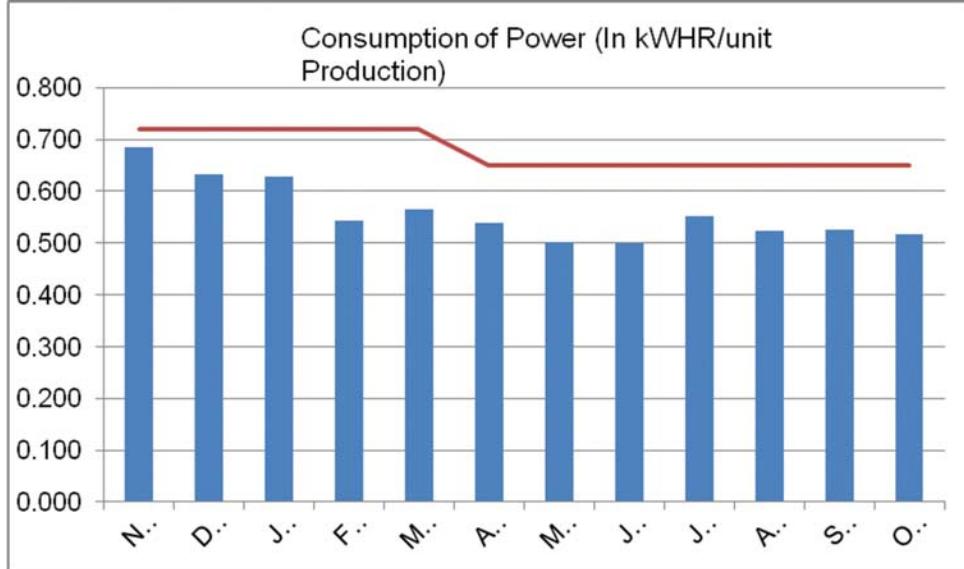
On the technology front, CG was first to develop high speed low voltage (HSLV) fan motor to beat voltage fluctuations, endemic to power distribution in the country. Indeed, so efficient are these that CG guarantees excellent output even at voltages as low as 180 Volt. Much of the credit for this outstanding performance must be placed at the doorstep of the company's exceptional quality. The brand has acquired well-recognised international certifications such as CSA, UL, IMQ, SISIR, SLSI and CE, and this is exemplified by its string of standards such as the ISO 9001:2008 (Quality Management System, ISO 14001:2004 (Environment Management System) and the ISO 18001:2007 (Occupation Health and Safety Assessment Series). CG Fans are the most prominent, well-recognised brands in the world, the various laurels garnered, a testimony to this fact.



### *Energy Conservation*

Energy conservation refers to reducing energy consumption through using less of an energy service. Crompton has done a lot of modification on efforts for energy conservation by purchasing high efficiency machinery and modified existing furnaces, motors to make them more energy efficient.

Crompton has put a lot of efforts on Power consumption. Attached Graph shows how company reduced per unit kWh consumption to 0.516 from 0.663 per unit.



By modifying the furnaces company saved approximately 11.5% which is 86kWh per day per furnace.

Company is continuously working on energy efficiency by adding up new star rated Ceiling fans. Its present list of BEE registered model is 18 Nos and it is further adding up.