

First Prize

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

USHA INTERNATIONAL LIMITED

Gurgaon (Haryana)

Unit Profile

Usha International Limited is one of India's leading consumer durable manufacturing and marketing companies since 1934.

The group was incorporated by Lala Shriram, great grandfather of company current Executive Chairman Mr. Krishna Shriram in 1934. Over the next 81 years, the group expanded into textiles, chemicals, sugar, automobiles, engines, nylon tyre cords, automotive components, edible oils, heavy chemicals (fertilizers), engineering foundries, sewing machines, fans and home appliances.

Building ties the world over, Usha has associations with the Hunter Fan Company, USA, Janome Sewing Machine Company, Japan, Honda Siel Power Product Limited, India and Rinnai Corporation, Japan, Midea environmental appliances, China & Honeywell international inc, USA.

UIL strives to meet customer requirements, also provides customer satisfaction, thereby building trust in the Company and its products.

UIL started manufacturing electric fans in 1948 and exported its first fan in 1950. Company other products include Sewing Machine, Appliances, Hoods & Hobs, Power Products, Water Coolers, Auto Components, water lifting pumps etc.

Corporate Office At Gurgaon



Electric Fan Manufacturing unit at Hyderabad



Company is amongst the first companies to launch star rated fans in India in the year 2009. It launched a new brand of 5 Star fans "Technix". Through dedicated efforts for their marketing, advertising, customer education and promotion, company has been able to create a market for energy efficient fans in India.

USHA remain dedicated to its goal of spreading awareness on energy efficient products and improving all its products to become more and more energy efficient.

The fans R&D unit is setup at HEI (Hyderabad Engineering Industries) with design, acoustics testing & air delivery testing facilities available at the centre.

In the direction of Energy Saving Usha International Ltd is the first company to launch:

- 5 star Ceiling fans with lowest 43 Watts in industry
- Range of 3,4 &5 star fans, and now company sell only 5 star rated fans.
- Small BLDC motors ·
- Maximum Range of Decorative 5 Star Fans
- Most energy efficient Electric Water Storage Heaters

Energy Consumption

The energy consumption in India is the 4th biggest after China, US and Russia. In India, while on one hand company is having a vast majority of population without constant power availability, on the other, we have a population which can afford to consume lots of energy, some of which could actually be saved.

Usha has been one of the frontrunners in the policy of energy conservation. It is constantly developing products and launching initiatives to balance the two. Company is working in Rural India through various initiatives to uplift the basic lives of people living there and provide them with basic products to improve their lifestyle. At the same time, company is educating the urban population and bulk buyers to use products and fans which consume less energy.

Usha has also launched one of the first energy conservation drive way back in 2009 with the launch of Usha Technix ceiling fans - a 5 star fan with 43 watts consumption. While a 5 star rating is a ratio of the output (air delivery) and the input (wattage consumed), company has always emphasized and worked on ways and means to reduce the energy consumption. The 43 watt Technix was a move towards this, even though a 5 star rating could be achieved with higher wattage of around 50 watts also.

As a company, USHA is keenly working in collaboration with EESL for promotion of energy efficient products in India. Company has been awarded the No 1 prize in 2013 for its work on the same. Company continue to work harder on this front and hope to come out with innovative and better solutions in future which will help consumers consume lesser and lesser energy, which would also help reduce pressure on energy producers across the country, both government as well as private.

Energy Conservation

USHA International Ltd. is one of the most innovative and a complete fan solution company. Its R&D department at HEI, Hyderabad is continuously working in the directing of developing better and more energy efficient products.

In the Ceiling Fan Industry, company is the pioneer in developing BEE 5 Star rated fans with the launch of USHA TECHNIX, a 43 Watts fan, which is the minimum wattage any manufacturer has achieved with electrical motors. Subsequently, company has launched a series of BEE labelled star rated fans and today company have a very wide range of 5 star rated ceiling fans.

In order to educate the customer and generate awareness of energy saving fans, company have successfully completed Promotion and Publicity campaigns worth more than Rs 6 Crores for Usha Technix fans. Publicity and promotion was done through the following:

1. T V Advertisement.
2. Handbills and Leaflets.
3. Posters and Banners.
4. Mobile Campaign.
5. POP at Retail counters.
6. Shop Gates etc.

There is a regular focus of the company in the direction of energy saving due to which company has also educated various Govt. Departments and other bulk buying organizations to save energy. Company have been successful in getting good volume of sales of energy saving 5 star rated fans from institutions like India Railways, CPWD, BHEL, TATA, NFR, CPWD and many others.

As per recent surveys, the position of USHA Products as energy efficient was accepted by more than 40 % of customers and as per company information, company has been able to contribute nearly 40-50% to overall ceiling fans domestic industry in the area of power savings.

Company products have saved National Energy for last 7 years since 2009. Moreover, company is further developing new products which will become milestones in the direction of energy saving. Company is also trying to convert its maximum range of ceiling fans into the Service Value of 4 and above.

There is a nominal increase in cost of manufacturing a 5 star rated over a normal fan. This additional cost is very much within the reach of consumers today. Also, the payback period is very less when compared to the life of the fan. Company is thankful to BEE for taking the subject of Energy saving seriously, guiding us in this direction and creating consumer awareness on the same.