

## **Note for the launch of Commercial Beverage Cooler under BEE's S&L Program**

### **About Commercial Beverage Cooler:**

Commercial Beverage Coolers, also known as Visi Coolers, are self-contained bottle coolers with a transparent glass front door, used to store bottled or canned beverages for sale in retail outlets. These coolers differ from domestic refrigerators in several ways - they do not have a freezer, they are meant to cool all contents uniformly to the same specified temperature range, they are meant to store only packaged beverages and not edible items and their transparent doors allow consumers to see what is available for sale. Commercial beverage coolers are used by various businesses like grocery stores, restaurants and supermarkets that sell packaged beverages. In India, these coolers are either provided by specific beverage brands like PepsiCo India or purchased directly from manufacturers by the retail outlets.

Recognizing anticipated growth of commercial beverage coolers, Bureau of Energy Efficiency (BEE), aims to improve the efficiency of commercial beverage coolers through Standard and Labeling Program.

### **Product Classification:**

The Indian commercial beverage cooler market exhibits segmentation based on gross capacity, door type, and placement. In terms of gross capacity, the market is categorized into <250L, 250L-600L, 600L-1100L, 1100L-1500L and >1500L. Door variations include single, double, and triple door models, while placement options consist of floor- standing and tabletop units. Notably, a predominant portion of the market comprises models with a capacity of 250-600L, featuring a single door and a floor-standing design.

### **Market Scenario:**

The surge in India's commercial beverage cooler market from 0.31 million units in FY 2016-17 to 0.37 million units by FY 2021-22 with a CAGR of 3.58% is propelled by the escalating demand for cold beverages in diverse settings such as homes, offices, restaurants, and bars. The increasing importance of readily available chilled beverages aligns with evolving consumer preferences and a heightened emphasis on refreshing drink options, thereby driving the demand for commercial beverage coolers nationwide. In FY 2021-22, the market is dominated by 250-600 L commercial beverage coolers with total market share close to 52%. Segmentation by the number of doors shows that the single door commercial beverage cooler was most popular with a total market share of 76%. When segmented by placement, floor standing commercial beverage coolers was more popular with a total market share of 75%.

## Energy Savings potential:

The implementation of the star label for commercial beverage cooler is anticipated to yield significant energy savings of 11.67 Billion kWh between 2024 and 2034, accompanied by a potential reduction in CO<sub>2</sub> emissions amounting to 8.35 Million tons of CO<sub>2</sub> in the same time period.

## Key highlights from Commercial Beverage Cooler Schedule:

- The Standards & Labeling program for commercial beverage cooler is being launched under voluntary phase on 1<sup>st</sup> March, 2024. The validity of the program will be from 1<sup>st</sup> March, 2024 to 31<sup>st</sup> December, 2026.
- The star rating will be based on equivalent volume (Litres) and annual energy consumption measured as per the methodology specified in ISO 22044:2021 / IS 2167:2024 with deviations as mentioned in section-4.2 of the commercial beverage cooler schedule.
- The proposed star rating table for vertical floor or table mounted, single and multidoor type Commercial Beverage Coolers, overall height between 0.5 m and 2.2 m covered under the scope of ISO 22044:2021/IS 2167:2024, being manufactured, imported and sold in India under voluntary phase is given below:

Star Rating Table for Commercial Beverage Coolers			
(Valid from 1 <sup>st</sup> March, 2024 to 31 <sup>st</sup> December, 2026)			
1 star	$(2.75 \times \text{Veq}) + 496.13$	$< \text{AEC} \leq$	$(3.30 \times \text{Veq}) + 496.13$
2 star	$(2.29 \times \text{Veq}) + 496.13$	$< \text{AEC} \leq$	$(2.75 \times \text{Veq}) + 496.13$
3 star	$(1.83 \times \text{Veq}) + 496.13$	$< \text{AEC} \leq$	$(2.29 \times \text{Veq}) + 496.13$
4 star	$(1.46 \times \text{Veq}) + 496.13$	$< \text{AEC} \leq$	$(1.83 \times \text{Veq}) + 496.13$
5 star		$\text{AEC} \leq$	$(1.46 \times \text{Veq}) + 496.13$

- The labeling fee for affixation of label on each unit (Commercial Beverage Coolers) is to be Rs. 5/- (Rupees Five only) for 1st year, Rs. 10/- (Rupees Ten only) for 2nd year and Rs. 15/- (Rupees Fifteen only) for the 3rd year onwards till it become mandatory. In mandatory regime, the labeling fee will be Rs. 35/- (Rupees Thirty Five only).