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## Indonesian CFL in Brief

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### The market Size of CFL

#### CFL Yearly Imported

YEAR	UNIT	PLN's DSM PROGRAMS
2001	9 971 364	PLN's DSM Program not yet started
2002	23 767 133	DSM Program Terang and Peduli, launched for introducing CFL
2003	35 995 883	DSM Program Terang and Peduli already implemented on all Unit of PLN
2004	48 129 751	Continue the Programs
2005	64 128 301	Continue the programs
2006	56 944 223	Focus on promoting through Media
2007	71 780 000	Continue the programs

Source: CBS



## CFL POTENTIAL MARKET FOR PLN RESIDENTIAL CUSTOMERS

- TOTAL NUMBER OF PLN's CUSTOMERS 2007 = 35 Mi
- ANNUAL ADDITION OF NEW CUSTOMERS = 1 Mi
- ESTIMATION CFL/HH = 3
- ESTIMATION NUMBERS OF FITTING/HH = 5
  
- CURRENT ESTIMATION OF CFL INSTALLED = 105 - 120 Mi
  
- ANNUALLY MARKET FOR CFL DUE TO REPLACEMENT (50% EXISTING),  
 ADDITIONAL LAMP 2/HH AND NEW CUSTOMERS 5 LAMPS/HH..
  
- 0.5 X 120 Mi + 2 x 35 Mi + 5 X 1 Mi = 100 Mi



## CFL Technical Specification for Donation Program

<b>Color</b>	: Cooldaylight, 6000-7000 K
<b>Safety Standard</b>	: SNI 04.6504.2001
<b>Burning Hours</b>	: Minimum 5000 Hours
<b>Guarantee</b>	: minimum 12 Months
<b>Power factor</b>	: minimum 0,5
<b>Effication after 100 hours</b>	: minimum 55 lumen/watt at 220 V
<b>Operating voltage</b>	: 170-240 volt
<b>Wattage</b>	: 8 watt, equivalent 40 watt Incandescent
<b>Fitting CFL</b>	: E27



## The PLN Icon for promoting CFL



# GENEMATRIK

**The Young Generation Support  
Electricity Efficiency**



## Thank you...



**ELECTRICITY FOR A BETTER LIVE**

