

Eligibility & Selection Criteria

ELIGIBILITY CRITERIA

We welcome various types of innovations, including new products, business models, platforms, and more. To be eligible for this program, innovators must:

1. Be a **for-profit enterprise**;
2. Demonstrate **measurable climate impact**, including energy savings, emissions reductions, and social and environmental benefits;
3. Be **market-ready**, at TRL 7+ with a clear path to positive unit economics;
4. Demonstrate **technical and business expertise**, with key team members experienced in taking innovations to scale;
5. Have the **capacity to deploy innovations** in commercial settings in India;
6. Cater to **large addressable markets in India**; global entities must have an India-focused deployment plan.

ELIGIBILITY CRITERION	SUB CRITERIA
Innovator Type	Eligible participants include for-profit enterprises . Eligible participants include for-profit enterprises. Innovators can be clean-tech start-ups, SMEs, or large companies with low-carbon innovations.
Climate Impact	<ul style="list-style-type: none"> • Innovations must have a clear unique value proposition (UVP) that sets them apart from existing alternatives, demonstrating substantial environmental and economic benefits. • Applicants must provide documentation or data showcasing the benefits of their innovation e.g. energy efficiency gains, enhanced thermal comfort, emissions reductions, resource savings. Third party certified EPD's are considered an advantage.
Stage of Technology Readiness (TRL)	<ul style="list-style-type: none"> • Innovations must be at TRL 7 or above, meaning they have moved beyond lab-scale testing and proof of concept, and are in the commercial demonstration phase or later. • For business model innovations (e.g., Cooling-as-a-Service, Efficiency-as-a-Service), evaluation will focus on market demand and financial feasibility.

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Team Composition and Expertise	<ul style="list-style-type: none"> The pilot implementation team must have a minimum of 3 core members with demonstrated experience in technical innovation within the relevant sector (cooling and buildings). It is ideal if the team has individuals with expertise in business development and project management, capable of overseeing pilot execution, market entry, and scaling activities. The team must have at least one point of contact assigned for pilot execution.
Production/ Deployment Capacity	<ul style="list-style-type: none"> Innovator must have sufficient capacity to deploy innovation in commercial settings and meet pilot timelines. It is ideal for the innovator to have a plan to cater to any scale up opportunities post-pilot.
Geographic Focus	<ul style="list-style-type: none"> The initiative is open to innovators based in India, as well as global entities with a physical presence in India or a clear deployment plan for the Indian market. Global participants must have a local operational base in India (or commit to establishing one) to facilitate smooth project execution, market entry, and scaling activities.

SELECTION CRITERIA OVERVIEW

1. Impact and innovation:

Innovations should address critical sectoral challenges with measurable climate-positive and socio-economic outcomes.

2. Execution readiness:

Applicants must showcase operational preparedness for pilot execution and alignment with the initiative's offerings.

3. Potential for scale: Innovations

must be technically and financially prepared for commercial deployment backed by a clear scaling strategy.

ELIGIBILITY CRITERION	SUB CRITERIA
Impact and Innovation	<ul style="list-style-type: none"> Innovation addresses a critical challenge in one of the selected thematic areas. Demonstrates a unique, climate-friendly approach that significantly improves on existing market alternatives in at least one of the following areas: <ul style="list-style-type: none"> GHG Mitigation Potential: Reduces emissions more effectively than current solutions. Cost & ROI: Offers better cost efficiency or higher returns. Accessibility: Enhances affordability or increases access to critical services. <p>Provides measurable environmental benefits (e.g., GHG reduction, resource optimization) and socio-economic impact (e.g., job creation, skill development, improved thermal comfort, health & productivity gains).</p>

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Execution Readiness	<ul style="list-style-type: none"> • Core team has relevant experience and roles (technical, project management, business development) for pilot implementation. • Applicant is prepared for deployment with necessary infrastructure, partnerships, and regulatory compliance in the Indian market: <ul style="list-style-type: none"> • Infrastructure: Adequate manufacturing facilities with a reliable supply chain, and a solution that is easy to install, operate, and maintain. • Partnerships: Necessary collaborations with industry players, vendors, and service providers for smooth deployment. • Regulatory Preparedness: Compliance with Indian Codes and Standards, regulations and any other relevant sector specific guidelines. • Applicant's needs align with the program offerings.
Potential for Scale	<ul style="list-style-type: none"> • Innovations—whether new products, methods, business models, or service innovations—must be validated in operational settings, demonstrating readiness for deployment and a significant enhancement in sustainability outcomes • Clearly demonstrates significant techno-commercial benefits to ensure financial viability and scalability. • The innovator demonstrates commercial potential and a clear scaling plan by providing references and identifying partnerships that support expansion.

Focus Areas



COOLING

SUB SECTOR	DESCRIPTION
Efficient Cooling Management Solutions	<ul style="list-style-type: none">• Cooling-as-a-Service (CAAS): Highly promising and innovative business models providing energy efficient solutions in commercial and residential settings.• IoT-based Cooling Management Solutions: Advanced IoT solutions, enhanced with AI/ML capabilities, enable predictive features and AI-driven control and monitoring in residential and commercial settings.• Thermal Energy Storage: Solutions that enhance efficiency and operational flexibility by leveraging opportunities such as Time-of-Day (ToD) tariffs, peak demand reduction, nighttime cooling benefits, and increased resilience during peak conditions.
Alternative Cooling Solutions	<ul style="list-style-type: none">• Evaporative Cooling (Direct/ Indirect): Direct/indirect and hybrid cooling systems implementable in mixed climates.• Non-Compressor Cooling: Alternative cooling methods such as absorption, adsorption, solid/ liquid desiccant based or thermoelectric processes in residential/commercial settings.• Solar Thermal Cooling: Solutions utilizing solar heat to enhance or drive a cooling cycle.
Advanced Cooling Materials	<ul style="list-style-type: none">• Low GWP/Natural Refrigerants: Solutions that use low GWP refrigerants in cooling appliances• HTF Additives: Heat Transfer Fluid (HTF) Additives improving heat transfer and enhancing system efficiency in centralized HVAC plants.

SUB SECTOR	DESCRIPTION
Retail Cold Chain	<ul style="list-style-type: none"> • CaaS Models for Integrated Cold-chain Development: CaaS (Cooling-as-a-Service) solutions for integrated cold-chain development providing scalable, service-based cooling solutions that optimize energy use, reduce capital investment, and improve efficiency. • Temperature Controlled Logistics: PCM-based solutions for cold chain logistics, emphasizing cost-efficiency, energy optimization/RE integration, and product-market fit. Cost-effective and efficient mid- and last-mile solutions for transporting and storing frozen goods, fruits, and vegetables.



BUILDINGS

SUB SECTOR	DESCRIPTION
Low Carbon Design Elements	<ul style="list-style-type: none"> • Passive Design Elements: Key focus on scalable productized components such as cool roof coatings, walling systems, ventilated façades, and high-performance shading/glazing systems that improve thermal comfort. • Precast/Prefabricated Systems: Scalable regional solutions with a focus on modular designs and thermal optimization to ensure maximum operational energy efficiency along with reduced embodied carbon.
Low Carbon Materials	<ul style="list-style-type: none"> • Low Embodied Carbon/Carbon-Positive Materials: CO₂-sequestered materials (e.g., cement, bricks, AAC blocks), focus on regional solutions and alternatives to typical red bricks which encompass both non-fired (such as CSEB etc) and clay bricks (hollow clay bricks, lime-based bricks, etc.) • Recycled C&D Waste for Construction: Recycled C&D waste (for block work, concrete, cement solutions, etc.) • Recyclable/Low Carbon Materials for Interior Finishes: Low carbon tiles, doors/door frames, windows, etc.
Energy and Water Efficiency	<ul style="list-style-type: none"> • AI/ML based Building Management Systems: AI/ML augmented solutions for operational efficiency in residential and commercial settings. • Heat Pumps: Ground/Air-source and hybrid heat pumps tailored for diverse climatic conditions for heating (including hot water) and cooling applications in residential, commercial, and institutional built spaces. • Grey Water Recycling Systems: Energy-efficient and non-chemical treatment of grey water systems.