

MAX (LANDMARK GROUP) CASE STUDY

Max partnered with 75F to save 7,459 MWh of energy and reduce building emissions by the equivalent of 5,893 tonnes of CO₂.



THE BACKGROUND

Launched in the UAE in May 2004, Max Fashion is now in over 850+ stores across 20 countries. A part of the Dubai-based retail and hospitality conglomerate, the Landmark Group, operating well over 2,200 outlets, encompassing more than 30 million square feet across 21 countries. Max is the Landmark Group's leading value fashion brand. In India, Max has 160+ stores spread across more than 60 cities, covering 1.7 million square feet of retail space. As a major retailer in India and the Middle East, Max has an ambitious sustainability roadmap charted out for all its stores to reduce building emissions.

THE CHALLENGE

To achieve set energy reduction targets, the Landmark Group's facility management team was seeking a solution to help reduce HVAC energy consumption and provide clear visibility on key energy performance KPIs across Max stores. 75F was selected as the partner of choice for pilot projects at two retail locations. An impressive reduction of 36.7% in facility energy costs meant that Landmark Group decided to implement 75F's solutions across 91 Max stores.

AT A GLANCE

Location	Pan-India: 12 States, 46 Cities, and 67 Stores
Building Type	Retail Stores
Area	1,143,000 Square Feet
75F® Solutions	75F® Stage-Wise Controlling Solution
	75F® Hyperstat
	75F® Central Control Units
Turnaround Days	3 days per location

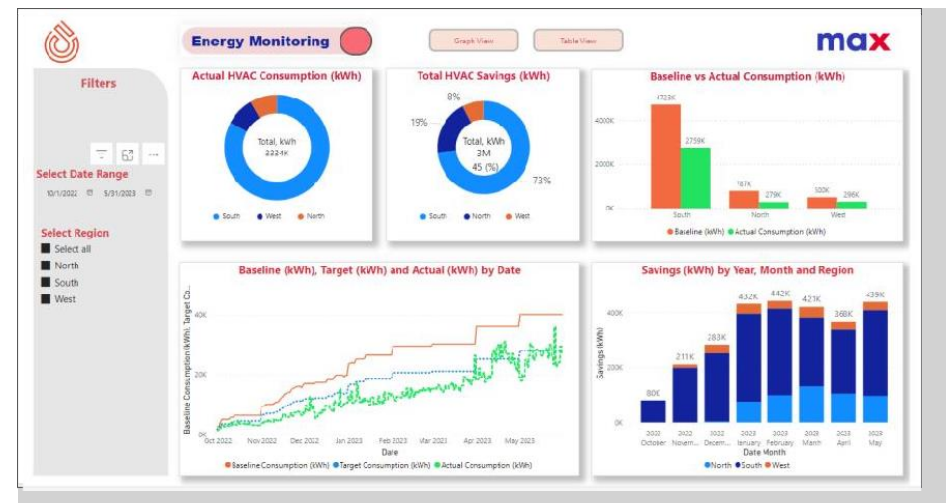
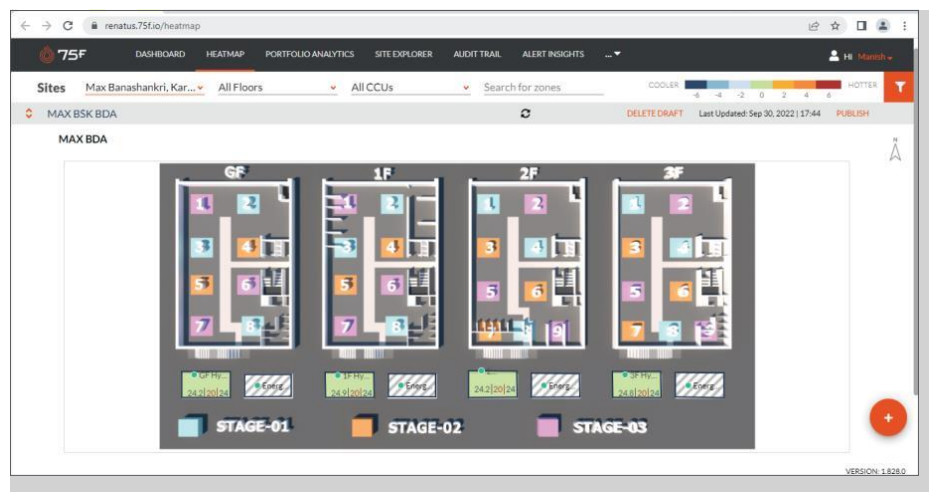
See more client success stories at 75f.io/case-studies

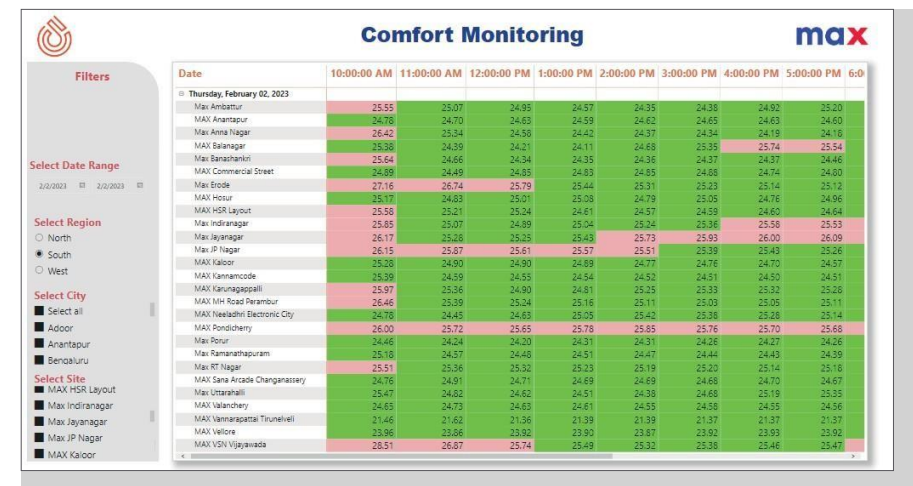
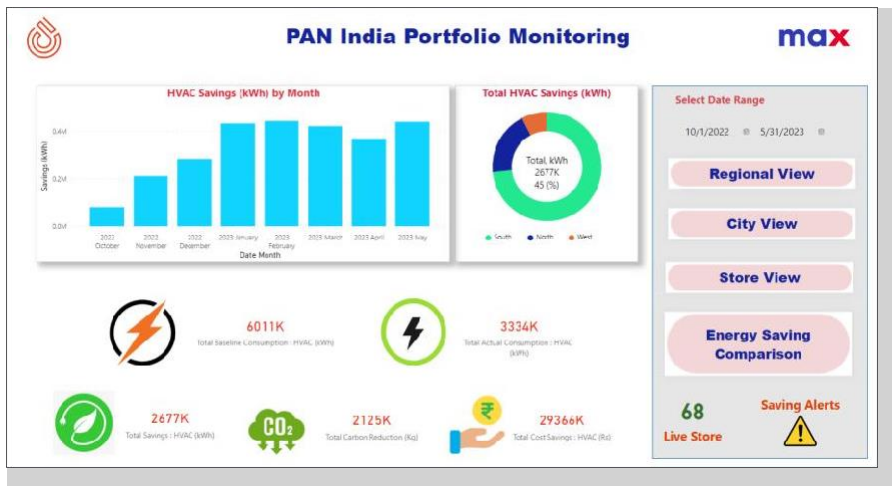
THE SOLUTION

The Landmark Group team expected savings equaling a mean of at least 26% when averaged out across locations. An enjoyable shopping experience for customers was also important, meaning that temperature levels across stores would have to ensure optimal comfort levels. The facility management team also needed customized dashboards and visibility into emission loads, energy consumption and energy spending.

Execution

Existing Max stores had Direct Expansion Cooling Units (DECUs) integrated into their facilities. The 75F installation team clustered these DECUs into 2-3 groups by floor. 75F Hyperstat was installed to control these DECU groups thus helping to maintain the desired temperature levels of any particular floor at any given time. This grouping strategy allowed for a modular approach to switch on or off cooling units based on the difference in actual temperature levels versus the set point temperature. 75F Central Control Units (CCUs) were also commissioned across stores to communicate with Hyperstat, and work as a master control. The CCUs also function as a cloud gateway to send data across stores to the Cloud.





THE RESULTS

Energy Savings

Since October 2022, 67 Max stores have achieved remarkable **energy savings**, totaling **7,459 MWh**, representing an impressive **53% reduction** compared to baseline consumption. Through the implementation of 75F optimization, the store energy consumption has significantly reduced and resulted in improving the **Energy Performance Index by 15%** compared to baseline period i.e. from **204 kWh.a/m² to 175 kWh.a/m²**. Additionally, Max stores have effectively **reduced their carbon footprint** by the equivalent of **5,893 tonnes of CO₂**, a measure equivalent to **planting 87,270 trees**. Moreover, this reduction has resulted in the **annual electrification of 8,437 homes** in rural areas.

Fast and Easy Installation

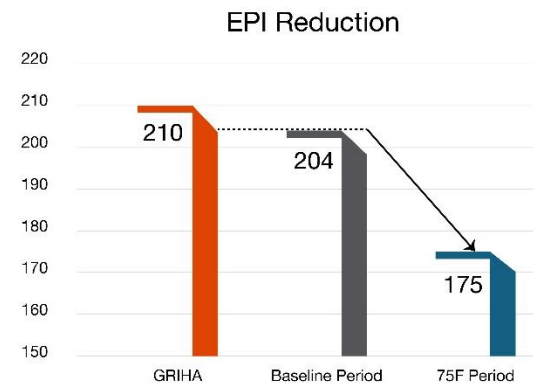
The deep knowledge and rich expertise of 75F empowered the Landmark Group facility team with quick installation, at zero downtime. On average it took just 3 days for the end-to-end installation and commissioning of each Max store.

Portfolio Analytics and Dashboard

To provide complete visibility on store-specific and portfolio-level key performance energy parameters, 75F Managed Services delivers customized dashboards to the Max team.

Managed Services

75F's Managed Services Team took care of the site post-commissioning and made sure that the site operated at peak energy-efficiency levels.



To learn more about our intelligent building solutions, visit www.75f.io