

PRESS RELEASE

Orient Electric bets big on LED batten, expands range

Replacement of conventional tube lights with LED battens in 24.8 crore homes in India can lead to annual energy saving of approximately 4000 crore kWh and save Rs. 24000 crore.

New Delhi, August 17, 2017: Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, has expanded its LED lighting portfolio with new range of LED battens which deliver more light with up to 80% energy savings in comparison to the conventional tube lights. LED Battens offer high lumen efficacy with huge energy & cost savings, come without any choke or starter and resolve the age-old problem of flickering tube lights. Combining energy efficiency and reliability with decorative slim design and ease of installation, Orient LED Battens are an ideal replacement for conventional tube lights (T12/T8/T5) in both residential as well as commercial spaces.

Commenting on this development, **Puneet Dhawan, Sr. VP and Business Head, Lighting, Orient Electric** said, *“Orient Electric has increasingly set its national and international footprint and has emerged as a leading player in the lighting business. The range expansion will further strengthen our LED-centric portfolio. We had partnered the revolution of LED bulbs and within just 2 years the results are visible, similarly we are betting big on LED battens which will bolster the growth in the segment by replacement of conventional tube lights. We have increased production capacities and have also made significant investments in R&D with a view to meet the anticipated high demand and emerge as a frontrunner in this category.”*

Orient LED Battens offer significant savings over the conventional tube lights. Replacing just one inefficient 40-watt conventional tube light (average usage of 10 hours daily) with an 18-watt Orient LED batten gives an annual saving of about Rs. 480* while also saving 80 kWh of annual energy and reducing annual CO2 emissions by 0.03 tons. With a modest assumption, If all 24.8 crore households in India use two LED battens for a year, there will be annual cost saving of approx. Rs. 24000 crore and annual energy saving of about 4000 crore kWh.

Orient LED Battens have high luminous efficacy with a longer lifespan of more than 10 years (20,000 hours). They come with non-yellowing diffuser that ensures constant light dispersion throughout the life of the product. The use of high-grade polycarbonate co-extrusion accounts for durability, better aesthetics and long life. Orient Electric’s new range of LED Battens (5, 10, 18, 20 and 22 watt) is available in 1ft, 2ft and 4ft variants. The range falls in the price range of Rs 350 to Rs 750.

Orient Electric today is the third largest manufacturer of LED bulbs in India and a preferred supplier to EESL. It is also the first Indian lighting company to get BEE 3-Star rating for its 5W,

7W & 9W LED bulbs, which ensures that these bulbs deliver more than 100 Lumens per watt as compared to other bulbs in same wattage that produce 70-85 Lumens per watt.

Orient Electric has recently launched an integrated campaign on LED batten featuring its longstanding brand ambassador MS Dhoni to raise product and brand awareness.

**electricity cost used for calculation @ Rs. 6/- per unit*

About Orient Electric

Orient Electric is part of USD 1.6 billion diversified CK Birla Group. Orient Electric has been a household name in the Indian fan Industry for over 60 years. With its state-of-the-art manufacturing facilities in India and operations spanning over 35 countries, the brand has earned the trust of millions of customers worldwide by providing high-quality, innovative products. It offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit us at www.orientelectric.com. Shop online at www.orientelectricshop.com

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