
Orient Electric gets BEE rating for its LED lamps

LUDHIANA: Orient Electric, part of the diversified \$1.6 billion CK Birla Group, has become the first Indian lighting brand to have been awarded 3-Star rating by BEE (Bureau of Energy Efficiency) for its 5W, 7W & 9W LED lamps as it met all the requirements to be qualified as a BEE star labeled product. Commenting on the achievement, Rakesh Khanna, CEO, Orient Electric said, "We are proud to be amongst the first to have certified BEE rated LED bulbs. Orient Electric has increasingly set its national footprint and has emerged as one of the prominent players in the segment. DP
