

Orient Electric bets big on LED batten



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.



*For more information
www.orientelectric.com*