

PRESS RELEASE

## Orient Electric unveils new range of professional luminaires

### Targets large civic and industrial projects

**National, September 18, 2014:** Orient Electric, part of the diversified Indian conglomerate CK Birla Group, today unveiled a new range of professional luminaires at Light India exhibition organised by ELCOMA at Pragati Maidan, New Delhi.

Orient Electric's newly launched LED centric portfolio offers a wide range of lighting products for modern office, retail, warehouses, healthcare, outdoor and industrial lighting. The range also includes outdoor lighting, street-lighting, floodlighting and landscape lighting solutions.

Speaking on the occasion, **Mr. Puneet Dhawan, Senior Vice President and Head of Lighting business, Orient Electric said**, *"Future of lighting is very bright with changing lifestyle and awareness on efficiency and environment. We expect the lighting industry in India to grow at least by 15% CAGR for next 4-5 years. We have aggressive plans to meet the emerging needs with smart lighting solutions"*.

The new LED range stands for 4P's; People, Power, Planet and Performance. The lighting solutions comply with photo-biological norms for eye safety, energy savings, and perform optimally in trying temperature conditions in cold storage and boiler rooms. This new range will cater to large segments including government and civic agencies.

Orient Electric has been a regular supplier to various government departments such as MES, Railways and Municipalities. It is also working on numerous industrial projects for private players.

The most popular products are the new generation LED downlighters and panels which are showing high growth trends. They owe their popularity to overall quality and appeal in terms of good light output, high quality, attractive finish and aesthetics.

Orient Electric leverages on its expertise in design of electronic drivers and competence in manufacturing to offer superior quality products to the consumers. It has

manufacturing units for lighting at Noida and Faridabad and has a competence centre at Noida which develops the electronics for the lighting products.

### **About Orient Electric**

Orient Electric is part of USD 1.6 billion diversified CK Birla Group. Orient 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 30 countries in Asia and Africa, the brand has earned the trust of millions of customers worldwide by providing high-quality, innovative products.

With its existing strengths of performance, reliability and innovation, the brand has expanded into the lifestyle product segments which include lighting and home appliances besides fans. Orient Electric is now a one-stop shop for lifestyle home solutions.

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