

Govt's LED Programme Gets Thumbs up From Industry



HERALDING A NEW DAWN: PM Modi and Delhi Lt Governor Najeeb Jung light up South Block in New Delhi with LEDs

WHEN PRIME MINISTER Narendra Modi replaced an incandescent bulb with an LED in South Block marking the launch of their distribution in Delhi and introducing a National Programme for LED-based home and street lighting, the domestic lighting industry cheered the symbolism anticipating *aache din* (good days).



Puneet Dhawan, VP
ORIENT ELECTRIC LTD

The Prime Minister's initiatives could not have been better timed for companies that have configured their ops to be LED-ready. Orient Electric Ltd, which forayed into the segment five years ago and ramped up its capex recently, is "thrilled". Its senior VP and business head for lighting Puneet Dhawan says, "We have geared up to switch more than 50% of our production capacity from CFL to LED. Our company has started producing LED lamps and will be reaching a speed of nine lakh LED lamps per month by end of February 2015."