

Orient Electric becomes India's first brand to get BEE rating for its LED lamps

New Delhi, Jul 07:

Orient Electric, part of the diversified USD 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. BEE, under its labelling program for LED lights, considers 'Lumens per watt' and other safety requirements as key parameters to rate bulbs on a five-star scale for energy efficiency and the light it produces. 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. Our LED lighting



solutions are highly energy efficient, cost effective, long-lasting and give out more light per watt. Today we are the third largest manufacturer of LED lamps in India and a preferred supplier of LED bulbs to EESL with more than 1.1 crore lamps supplied across India. We have also entered the LED street lighting segment bagging our first order of 11,000 street lights.