

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

GUWAHATI, JULY 9: 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 programme 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.

Puneet Dhawan, Sr. VP and Business Head, Lighting Business, Orient Electric said, "BEE's star labelling for LED bulbs

is a welcome move which will empower Indian consumers to make an informed choice and choose quality energy-efficient lighting products. Star rating for our LED lamps serves as a testimony to our voluntary commitment to developing innovative, aesthetically pleasing and technologically advanced lighting products.

When buying LED fixtures, Indian consumer are nowadays considering luminous efficacy (Lumens per watt) as a key factor which shows how much light or lumens a bulb is capable of producing using one watt of electricity. Our 3-star rated LED bulbs not only save power and money but also offer maximum brightness. All the LED lighting solutions in our portfolio comply with photo-biological norms for eye safety, are environmentally friendly and perform exceptionally even in trying temperature conditions."

Orient Electric has a huge LED-centric portfolio covering the home, office, retail and industrial segment. It has state-of-the-art manufacturing units for lighting at Noida and Faridabad, and an established competence centre at Noida which focuses on electronics and design of drivers and PCB for LED products.

Orient Electric's lighting division enjoys a strong pan-India presence with over 50,000 retail outlets across the nation.