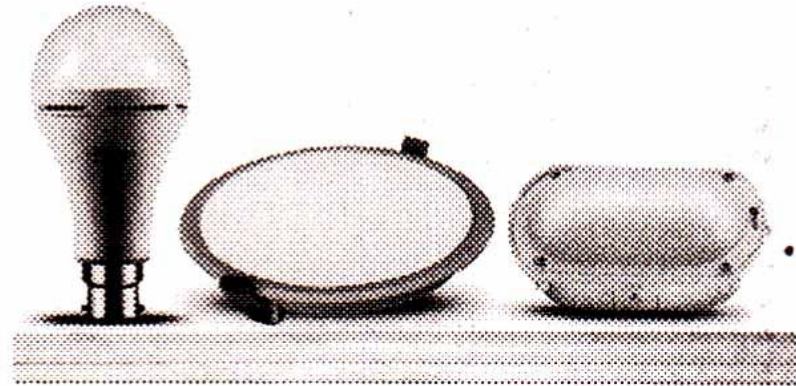


Orient Electric launches new range of emergency LED lights

New Delhi: Orient Electric Limited, part of the diversified USD 2.4 billion CK Birla Group, has launched its new range of Emergency LED lighting solutions which provide backup lighting for up to 4 hours during power outages. The range includes LED bulb, LED Batten, LED Recess Panel and Bulkhead which can be used as regular lighting source and when power cut happens, they automatically switch to emergency mode to light up your space thus enabling normal work activities to continue.

“Frequent power cuts disrupt normal life and can greatly affect businesses such as small retail shops, salons, food outlets, mobile retailers etc. Given this background, we have introduced our new range of emergency LED lights comprising of bulbs, battens,



recess panels and bulkheads for homes, small office, and retail shops. These emergency LED lights are similar to the LED lights that we currently use and fit into the same sockets. However, they switch on to emergency mode once electricity supply is disrupted and provide 4 hours of back up,” said Puneet Dhawan, Executive Vice President, Orient Electric.

“They revert to normal operation when the electricity is restored and get recharged during the normal course of usage.