

# #OrientLightsUpIndia in Tricolour for Republic Day

*Rail Bhawan, Baroda House and Travancore House in New Delhi, Varanasi Cantt Railway Station and Bareilly Junction are some buildings that have been illuminated*

by **exchange4media Staff**  
Published: Jan 26, 2023 6:00 PM | 2 MIN READ



Orient Electric Limited, part of the CK Birla Group, has illuminated a number of landmark buildings and sites across India in the colours of the Indian flag, ahead of Republic Day, as part of its #OrientLightsUpIndia campaign. The list includes prominent locations like Rail Bhawan, Baroda House and Travancore House in New Delhi, Varanasi Cantt Railway Station, Bareilly Junction railway station, Dobra Chanti bridge in Tehri, Rani Kamalapati Railway Station in Bhopal, Ganga Barrage in Kanpur, and Bharathi Park in Pondicherry.

The company has used indigenously developed Façade lighting solutions to illuminate these iconic buildings, with the option to program lighting levels, colours, and effects through controllers.

Anika Agarwal, Chief Marketing and Customer Experience Officer, Orient Electric said, “We are proud to have partnered with the concerned Government authorities to illuminate these places of cultural and historic significance in Tricolour with our Façade lighting solutions in celebration of Republic Day. The Tricolour illumination has been done in a way to bring out the architectural aesthetics of these buildings and turn them into a unique visual experience for the visitors while igniting the spirit of patriotism. Façade lighting as a category is growing fast in India, with one of the key drivers being the Government’s greater impetus on decorating and illuminating prominent buildings and monuments to bring them to life and promote night tourism. We are among the few Indian lighting brands that have successfully developed design competencies for such projects which require superior technical expertise, aesthetic design sensibility, and project execution capabilities.”

The company is running #OrientLightsUpIndia campaign around this initiative, showcasing these beautifully lit buildings and also highlighting how façade lighting can add charm and character to any structure. Orient Electric carries a wide range of Façade lighting solutions including LED Linear profiles, Spotlights, Projectors, Uplighters, Underwater lights, Controllers, and other accessories.