

Orient Electric expects about 27% growth in its lighting segment in coming years

As of now, company's 75 per cent revenue comes from B2C segment and rest comes from B2B and government combined. "In about three years, we expect the ratio to become 50:50," said Puneet Dhawan, executive vice president of the company.

Ankit Sharma | ETRealty | July 01, 2019, 15:30 IST

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NEW DELHI: **Orient Electric**, part of CK Birla Group, is expecting about 27 per cent growth in its lighting segment in coming years, **Puneet Dhawan**, executive vice president of the company.

"The segment witnessed over 27 per cent growth in the financial year 2018-19 and they are expecting a similar growth in coming years," said Dhawan.

According to him, their lighting and switchgear

segment collectively registered a revenue of Rs 537 crore in FY19. "While the **lighting industry** is growing at about 10-12 per cent our lighting segment has managed to grow over 27 per cent majorly because of the our innovations in the segment," said Dhawan.

Both Khanna and Dhawan were speaking at the launch of their new LED series-EyeLuv. The series, which has flicker-control technology, currently will cost 30-40 per cent more than normal LEDs.

As of now, about 4-5 per cent of company's overall capacity is produced based-on flicker-control technology. The company's total capacity is 30 lakh per month, said Dhawan.

They however declined to comment on the investment being made by the company in the EyeLuv series or overall in the lighting segment.

It currently has 700 distributors and 50,000 retailers which it plan to increase by 10-12 per cent in coming year.

"We have about 10 per cent market share in B2C segment and we have moved in government sector as well through EESL. We have dedicated factory which is producing about 5,000 streetlights per day to cater to that demand," said Dhawan.

As of now, company's 75 per cent revenue comes from B2C segment and rest comes from B2B and government combined. "In about three years, we expect the ratio to become 50:50," added Dhawan.

The company is also looking to export more in coming years, especially in Middle-East and Africa region. According to Dhawan, in 2-3 years, the export will contribute 5-10 per cent of overall revenue.

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