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## National Energy Conservation Award 2016 for TFL Goes to Orient Electric

Orient Electric, part of the diversified \$1.6 billion CK Birla Group, has won the coveted National Energy Conservation Award 2016 for its outstanding energy conservation efforts in the tubular fluorescent lamps (TFL) category. Presented by the Union Minister of State with Independent Charge for Power, Coal, New and Renewable Energy and Mines Piyush Goyal on National Energy Conservation Day on December 14, 2016 at New Delhi, the award recognises companies which have achieved efficient utilisation and conservation levels.



On receiving the award, Puneet Dhawan, senior VP & business head, lighting business at Orient Electric said, "We are delighted and honoured to receive this prestigious award. It serves as a testimony to our best practices, high level of technological competence and voluntary commitment to developing energy-efficient lighting solutions. We have been instrumental in promoting the sales of TFL with an aim to encourage energy saving in households. In terms of light output, we are getting 2,450 lumens from 36W TFL, which is comparatively given by 250W GLS bulb. Their increased sales have resulted in more electricity saving at the user end."

Dhawan asserted, "Today, we are the third largest manufacturer of LED lamps in the country. We are also the first lighting brand in India to have been awarded BEE 3-star rating for our LED lamps. As part of our ongoing efforts to promote energy-efficiency and energy conservation, we have recently carried out a campaign to promote consumer awareness about BEE star-rated LED lamps which further helped strengthen our position as a category leader in the segment. I feel proud to say that we have bagged tenders through EESL to supply 11 million LED lamps to the government in the year 2015-16. We are currently executing one-of-its-kind automated street lighting project in New Delhi through EESL."

He emphasised, "Orient Electric has progressively set its national footprint in a short span of time and has emerged as one of the leading players in the lighting segment. Today, it offers a huge selection of aesthetically pleasing and technologically advanced consumer and professional luminaires. It has state-of-the-art manufacturing facilities at Noida and Faridabad, and an established competence centre at Noida which works on various elements but largely focuses on electronics and design of drivers and PCB for LED products."