

Orient Electric launches EyeLuv LED lights to address the impact of invisible flicker on human eyes and health

- *Orient Electric introduces “EyeLuv series LED Lights” with Flicker Control Technology which reduces the invisible but harmful flicker present in normal LED lights that causes eye strain, fatigue and many other health complications.*
- *This “EyeLuv series LED Lights” range from Orient Electric is Recommended by Indian Medical Academy for Preventive Health (IMAPH).*

National, July 01, 2019: Orient Electric Limited, part of the diversified USD 2 billion CK Birla Group, has expanded its LED lighting portfolio with new “EyeLuv series LED Lights” range which has Flicker-Control technology which reduces the harmful invisible flicker present in LED light that causes various health complications. Studies have revealed that prolonged exposure to flicker emitted by LED lights with flicker percentage above 30% can lead to negative health impact such as eye strain, headaches, blurred vision, fatigue, apparent slowing or stopping of motion, reduced visual task performance and in some cases, neurological problems.

Flicker is the rapid change in brightness of LED light, and it is of two types, visible and invisible. Visible flicker can be detected by eyes, and the frequency generally is below 100 hertz and hence is easier to avoid or control. The invisible flicker is the one that we all should be concerned about. This flicker is a rapid fluctuation with frequency above 100 hertz that human eye cannot detect. However, one can easily experience this invisible LED flicker with the help of a smartphone by simply seeing the normal LED Lights in slow motion video mode of the smartphone camera. This flicker in the light is seen sometimes in form of striations and sometimes just as a strong flicker.

Commenting on this development, **Rakesh Khanna, MD & CEO, Orient Electric Ltd** said, *“Orient Electric has always been committed to pioneering innovation and we are happy to launch the “EyeLuv series” LED bulbs, battens and other popular LED luminaires which will directly benefit the society at large and take care of the problem of invisible flicker in normal LED lights which seriously impacts human health.”*

Mr. Puneet Dhawan, Executive Vice President, Orient Electric Limited said, *“Invisible flicker in LED lights is a serious concern for eye health especially as people spend a considerable amount of time in artificial light. We conducted researches in NABL accredited lab to understand the implications of invisible flicker from LED lights. The research findings clearly indicated that LED flicker has many adverse health implications and as a responsible brand, we wanted to address the issue. Our R&D team*

worked for more than a year to find a solution to this problem. I am delighted to share that our new “EyeLuv series LED Lights” with Flicker-Control Technology control the invisible LED flicker thus making it safer and better for overall eye health.

“This “EyeLuv series LED Lights” range with Flicker Control Technology from Orient Electric has also been awarded a certificate of recommendation by Indian Medical Academy (IMA) for Preventive Health.

We have currently launched LED bulbs, LED batten, Commercial Light panels and downlighters under the “EyeLuv series LED Lights” range and we will continue to add more products with this Flicker Control Technology.”

About Orient Electric

Orient Electric Limited, part of USD 2 billion diversified CK Birla Group, is a trusted brand for consumer electrical products in India, with strong manufacturing capabilities and presence spanning over 40 countries. It offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. In the domestic market, it has penetration up to the small towns with a well-organised distribution network driven by over 4000 dealers, 1,25,000 retail outlets and a strong service network covering more than 450 cities. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit www.orientelectric.com. Shop online at www.orientelectricshop.com

About CK Birla Group

The CK Birla Group is a growing US \$2 billion conglomerate that has a history of enduring relationships with renowned global companies. With over 25,000 employees, 41 manufacturing facilities, 21 service delivery locations, numerous patents and awards and a customer base that includes some of the world’s best-known companies, the Group’s businesses are present across five continents. For more information, visit us at www.ckbirlagroup.com

Media Contacts:

Orient Electric

Anshuman Chakravarty, anshuman.chakravarty@orientelectric.com

Naveen Kumar, naveen.kumar2@orientelectric.com

Genesis Burson Marsteller

Shankhadipa 9999956546 shankhadipa.Talukdar@genesis-bcw.com

Sanya Kundra 7290012720 sanya.kundra@genesis-bcw.com

Disclaimer: This press release may contain some statements on our businesses or financials which are forward looking. Our actual results may be materially different from these forward-looking statements.