

ORIENT ELECTRIC ILLUMINATES SUDARSHAN SETU, IN GUJARAT

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Orient Electric Limited part of the diversified USD 2.9 billion CK Birla Group, has illuminated India's longest cable-stayed bridge, Sudarshan Setu, in Gujarat's Dwarka with a combination of its programmable façade lighting and other decorative lights. The company has installed a total of 200 decorative poles, each measuring 8.7 meters in height, along the bridge. This landmark project, recently inaugurated by Hon'ble Prime Minister Narendra Modi, connects Okha and Beyt Dwarka island. Spanning 2.32 km over the majestic Arabian Sea, Sudarshan Setu stands as an engineering marvel, with Orient Electric's lighting solutions accentuating its architectural aesthetics.

Deepak Khetrpal, Vice Chairman & Managing Director, Orient Electric Limited said, "We are proud to have contributed to this prestigious project, enhancing its aesthetic appeal with our façade lighting. As a leading player in Façade lighting, we are closely working with Government bodies across the country to illuminate iconic buildings and sites, bringing them to life with intriguing lighting effects. We have successfully developed design competencies for such projects which require great technical expertise, aesthetic design sensibility, and superior project execution capabilities."

Orient Electric has used DMX control-based LED architectural floodlighting which allows for dynamic and precise lighting control, greatly enhancing structural elements like pylons and cables. The company's approach to decorative casted poles goes beyond functionality, seamlessly integrating with the bridge's architectural elements. The custom brackets are inspired by Lord Krishna's theme elements such as the Flute, Sudarshan Chakra, and Mayur Pankh. The flute design reduces torsional force, the Sudarshan Chakra acts as a truss structure, and the Mayur Pankh, featuring gaps, helps reduce wind pressure on the pole. The Circllet decorative Post Top light, symbolizing the religious bond between Dwarika and pilgrims, features a specialized road distribution lens ensuring uniform, glare-free illumination for pedestrians and drivers.

Sudarshan Setu heralds a significant development for devotees wishing to visit the renowned Dwarkadhish Temple of Lord Krishna in Beyt Dwarka. Previously accessible only during the daytime via boat, the bridge now ensures uninterrupted access to the temple at all hours, offering pilgrims greater convenience and flexibility in their religious journeys.

In addition to Sudarshan Setu, Orient Electric has illuminated several landmark buildings and sites across India with its façade lighting. The company refers to these beautifully lit structures as 'Lightstallations'. Orient Electric offers a wide range of Façade lighting solutions including LED Linear profiles, Spotlights, Projectors, Uplighters, Underwater lights, Controllers, and other accessories.