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Orient Electric Obtains BEE Star Rating for LED Lamps



The \$1.6-billion CK Birla Group firm Orient Electric has been awarded 3-star rating by Bureau of Energy Efficiency (BEE) for its 5, 7, and 9 watt LED lamps. BEE, under its Standards & Labeling programme for LED lights, considers the lumens per watt and other safety requirements as key parameters to rate bulbs on a five star scale for energy-efficiency and the light it produces.

"We are proud to be amongst the first to have certified BEE rated LED bulbs," says the company's CEO Rakesh Khanna. "Our LED lighting solutions are highly energy-efficient, cost-effective, and long-lasting and give more light per watt. We are the third largest manufacturer of LED lamps in the country and a preferred supplier of LED bulbs to Energy Efficiency Services Ltd (EESL) with more than 1.1 crore lamps supplied across India. We have also entered the LED street lighting segment by bagging our first order of 11,000 street lights."

Puneet Dhawan, senior VP and business head for the company's lighting business, adds, "BEE's star labeling for LED bulbs will empower consumers to make an informed choice and choose quality energy-efficient lighting products. Star rating for our LED lamps serves as a testimony to our voluntary commitment to developing innovative, aesthetically pleasing and technologically advanced lighting products. When buying LED fixtures, Indian consumer are nowadays considering luminous efficacy (lumens per watt) as a key factor which shows how much light or lumens a bulb is capable of producing using one watt of electricity." He asserted, "All the LED lighting solutions in our portfolio comply with photo-biological norms for eye safety, are environmentally friendly, and perform exceptionally even in trying temperature conditions."