

BRIGHTER. GREENER. CHEAPER. SMARTER.

LED's making huge inroads into Indian households

CK BIRLA GROUP



switch to smart

The shift from GLS, FTL and CFL to LED is inevitable and essential at the same time. Decreasing prices, increasing efficiency and rising energy awareness has encouraged LED adoption throughout the country. We are fast nearing the day when LED lighting will gain complete acceptance in urban as well as rural India.

Indian LED lighting market has witnessed impressive growth in the last few years and is likely to grow at a CAGR for over 35% over the next 4-5 years. Forecasted to reach around \$1,450 million by 2019, LED market has without doubt a bright and promising future in India. The impetus comes largely from government-backed initiatives especially EESL's UJALA (Unnat Jyoti by Affordable LEDs for All) scheme which aims to reach every single household and replace 77 crore incandescent lamps with LED bulbs. Interestingly, the pricing of LED bulbs distributed under this scheme has dropped drastically to Rs 55 per piece in the latest bidding process. The growing demand coupled with policy push will further result in reduced prices of LED products making them mainstream.

With significant progress being made on LED adoption front, the industry is now also focusing on delivering customized lighting solutions to suit varied aesthetic preferences, needs and usage environments. The new trend being seen in the lighting market is the increasing demand for high quality programmable and customized LED lighting solutions.

Consumers are looking for LED lighting fixtures in various shapes and sizes so as to complement their interior design. This is becoming possible due to small size of LED light source and the flexibility of usage. Also, LEDs are available in myriad of colours which gives interior decorators the freedom to take new approaches and use the changing colours of LED lights to suit different settings. Indian lighting majors are responding well to the shift by investing more in R&D and manufacturing with an aim to deliver technologically advanced and aesthetically pleasing lighting products to the new age consumers.



With LEDs offering so many benefits including energy efficiency, longevity and greater design flexibility, lighting is now no more a necessity but a lifestyle requirement. We, at Orient Electric, understand the pulse of modern day consumers and that of the industry as a whole. We are investing heavily into R&D, manufacturing and new product development in order to create smart products that meet the needs of evolving Indian consumers.



Puneet Dhawan

Sr. VP and Business Head, Lighting Business, Orient Electric

It is our high level of technological competence that has enabled us to gain the competitive advantage. We have state-of-the-art manufacturing facilities at Noida and Faridabad, and a huge competence centre at Noida which works on various elements but largely focuses on electronics and design of drivers and PCB for LED products.

Amongst the major players who have expanded their LED manufacturing capacities quickly and have an exhaustive range of LED products is Orient Electric. Having entered into the lighting arena in 2008, it today enjoys a strong pan India presence and is the third largest LED lamp manufacturer in the country. It offers a diverse LED centric portfolio covering the home, office, retail and industrial segment. It carries

an extensive range of professional luminaires and has also stepped in the field of street lighting. Delivering tailor-made products has been Orient Electric's USP and it has helped it bag several prominent projects across sectors. It has secured a couple of big orders under the DELP scheme and has emerged as a preferred supplier. The company is working on both the aspects i.e. retrofitting and applications based requirements.