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Orient Electric bets big on LED

Mumbai, July 5

CK Birla Group firm Orient Electric is eyeing 20-25 per cent growth in topline this fiscal on the back of increasing demand for its LED lightings and fans, a senior company executive said today. "We are expanding our fans and LED lightings businesses in a big way. The government has embarked on Unnatjyoti by Affordable LEDs for All scheme to promote use of LED lightings to reduce power consumption. We see a huge demand coming," Chief Executive Rakesh Khanna said. PTI