

PRESS RELEASE

## Orient Electric becomes India's first brand to get BEE 5-star rating for its LED bulbs

**New Delhi, August 13, 2018:** Orient Electric Limited, part of the diversified USD 1.8 billion CK Birla Group, has become the first Indian lighting brand to have been awarded 5-Star rating for its 9W LED bulb by BEE (Bureau of Energy Efficiency).

**Puneet Dhawan, Sr. Vice President and Business Head, Lighting, Orient Electric** said, *"We are proud to be amongst the first to have certified BEE 5-star rated LED bulbs. We have always been a firm supporter of BEE's star labelling for LED bulbs as it helps to assure the consumer in terms of light output and energy savings. Also, we were the pioneers to introduce and market BEE 3 Star rated bulbs way back in 2016 and this norm has now been made mandatory for all. In our consistent endeavor to provide value to consumers, we have now voluntarily adopted BEE 5-star rating for high demand 9W LED bulbs."*

He further added, *"Our LED lighting business has grown 8 times in just 2 years. We are today one of the largest LED bulb manufacturers in the country in the non-OEM category and a preferred supplier to many government institutions. Over the last 3 years, we have focused most of our investments on new product development, quality enhancement and automation, indigenising components and expanding production capacities. Our products are at par with global standards in terms of quality as well as cost"*

BEE, under its labelling program for LED bulbs, considers luminous efficacy (Lumens per watt) and other safety requirements like photo-biological safety as main parameters to rate the bulbs on a five-star scale for energy efficiency. Orient's 9W 5-star rated LED bulb meets BIS safety standards, has long life of 25000 hours, and delivers 120 lumens per watt.

Orient Electric has a fully integrated manufacturing set-up for making electronic drivers, LED modules and finished bulbs, various LED Luminaires e.g. Streetlights, Floodlights, Industrial Highbay lights and Indoor lights backed up by a fully integrated in-house R&D team and Competence Centre.

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

## About Orient Electric

Orient Electric Limited is part of USD 1.8 billion diversified CK Birla Group. Orient Electric has been a household name in the Indian fan Industry for over 60 years. With its state-of-the-art manufacturing facilities in India and operations spanning over 35 countries, the brand has earned the trust of millions of customers worldwide by providing high-quality, innovative products. In the domestic market, it has a well-organised distribution network driven by over 4000 dealers, 1,00,000 retail outlets and a strong service network covering more than 320 cities. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions with a diverse selection of fans, home appliances, lighting and switchgear. For more information, visit [www.orientelectric.com](http://www.orientelectric.com). Shop online at [www.orientelectricshop.com](http://www.orientelectricshop.com)

## About CK Birla Group

The CK Birla Group is a US\$1.8 billion diversified conglomerate that over the years has developed a strong footprint in manufacturing, engineering, technology, hospitals and education. With over 20,000 employees, 30 manufacturing facilities and a customer base that includes some of the world's best-known companies, CK Birla Group's businesses are present across five continents. For more information, visit us at [www.ckbirlagroup.com](http://www.ckbirlagroup.com)

### Media Contacts:

#### Orient Electric

Anshuman Chakravarty, [anshuman.chakravarty@orientelectric.com](mailto:anshuman.chakravarty@orientelectric.com)

Naveen Kumar, [naveen.kumar2@orientelectric.com](mailto:naveen.kumar2@orientelectric.com)

#### Genesis Burson Marsteller

Priya Soni 7042220292 [priya.soni@bm.com](mailto:priya.soni@bm.com)

Naveen Nair 8527519103 [naveen.nair@bm.com](mailto:naveen.nair@bm.com)