

News monitored for: C K Birla

## Orient to invest ₹ 50 crore to increase fans, LED production

PRESS TRUST OF INDIA

Mumbai

CK BIRLA group's firm, Orient Electric, plans to invest around Rs 50 crore over the next two years to raise its fans and lighting manufacturing capacity, a senior company official has said.

"With the government announcing the list of smart cities, we expect (more) demand for energy saving electric products like fans and LED lightings," said company's chief executive Rakesh Khanna

"We will be investing around Rs 50 crore over the next two years to increase the capacity of such power saving products," he added.

Around Rs 40 crore will be invested to set up a facility for fans in north India, Khanna said.

"After introducing PSPO fans, last year, we launched the less energy consuming fan Ecotech, which is built on brushless direct current motor platform.

"With cities becoming smart, and consumers becoming sensitive towards energy saving, we feel the demand for our products will go up. To meet this demand, we will have to increase our capacity," he said.

Khanna further said the company is also looking at shifting its focus from CFL lights to LEDs and will invest around Rs 10 crore to bring new machines for increasing LED lamps production.

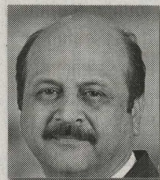
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SMARTBYTES



Rajesh Jain  
Chief executive officer  
Lacoste India

Lacoste will be opening one outlet at the Hyderabad domestic terminal another at Mumbai airport. The new retail stores at airports will start contributing up to 7 per cent of our total sales from the next financial year



Rakesh Khanna  
Chief executive officer  
Orient Electric

With the government announcing the list of smart cities, Orient expects more demand for energy saving electric products like fans and LED lighting. Around Rs 40 crore will be invested to set up a facility for fans in north India



Pushpa Bector  
Senior vice-president  
DLF

The kind of investments we are putting in get justified with the kind of returns we can look forward to because there is consumption. We would like to strengthen and consolidate our position in NCR and then look at other regions



N Chandrasekaran  
Chief executive officer  
TCS

My view is that it is a great business model followed by Ola and Uber. I think it's truly innovative. There is a new type of industry that is going to come up which is going to squeeze off the traditional ones