

PRESS RELEASE

Orient Electric becomes India’s first brand to get BEE rating for its LED lamps

New Delhi, July 07, 2016: Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, has become the first Indian lighting brand to have been awarded 3-Star rating by BEE (Bureau of Energy Efficiency) for its 5W, 7W & 9W LED lamps as it met all the requirements to be qualified as a BEE star labeled product. BEE, under its labelling program for LED lights, considers ‘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.

Commenting on the achievement, **Rakesh Khanna, CEO, Orient Electric** said, *“We are proud to be amongst the first to have certified BEE rated LED bulbs. Orient Electric has increasingly set its national footprint and has emerged as one of the prominent players in the segment. Our LED lighting solutions are highly energy efficient, cost effective, long-lasting and give out more light per watt. Today we are the third largest manufacturer of LED lamps in India and a preferred supplier of LED bulbs to EESL with more than 1.1crore lamps supplied across India. We have also entered the LED street lighting segment bagging our first order of 11,000 street lights.*

Puneet Dhawan, Sr. VP and Business Head, Lighting Business, Orient Electric said, *“BEE’s star labelling for LED bulbs is a welcome move which will empower Indian 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. Our 3-star rated LED bulbs not only save power and money but also offer maximum brightness. 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.”

Orient Electric has a huge LED-centric portfolio covering the home, office, retail and industrial segment. It has state-of-the-art manufacturing units for lighting at Noida and Faridabad, and an established competence centre at Noida which focuses on electronics and design of drivers and PCB for LED products. Orient Electric’s lighting division enjoys a strong pan India presence with over 50,000 retail outlets across the nation.

About Orient Electric

Orient Electric is part of USD 1.6 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. It offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. Orient Electric has



established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit us at www.orientelectric.com. Shop online at www.orientelectricsshop.com

About CK Birla Group

The CK Birla Group is a US\$1.6 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

Media Contacts:

Orient Electric

Anshuman Chakravarty, anshuman.chakravarty@orientelectric.com

Genesis Burson Marsteller

Priyanka Sachdeva, +91 7838311985, Priyanka.sachdeva@bm.com

Japneet Kathuria, +919899594910, japneet.kathuria@bm.com