

Orient Electric launches emergency LED lights

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Orient Electric Limited has launched its new range of Emergency LED lighting solutions which provide backup lighting for up to 4 hours during power outages.

When power cut happens, they automatically switch to emergency mode to light up your space thus enabling normal work activities to continue. Orient's new Emergency LED lights feature in-built battery which automatically charges during regular power supply and as soon as there is a power cut, emergency mode is activated. Reliable and cost effective, Orient's Emergency LED lights come



with over charging protection and long maintenance-free life of up to 25,000 hours. The company has also started a dedicated SMS Service to create product awareness and facilitate sales wherein interested customers can send the text "EMLIGHTS" to "56161" for details.

Puneet Dhawan, Executive Vice President, Orient Electric said, "we have introduced our new range of emergency LED lights comprising of bulbs, battens, recess panels and bulkheads for homes, small office, and retail shops.

These emergency LED lights are similar to the LED lights that we currently use and fit into the same sockets. However, they switch on to emergency mode once electricity supply is disrupted and provide 4 hours of back up. Interestingly they can be used as a portable light source as well, so for example the emergency LED bulb can act as a headlight for a bicycle. Completely Made in India, our emergency LED lights are energy efficient and have a short payback period. With this launch, we intend to promote and grow this category while giving consumers an opportunity to have high quality, branded emergency lighting fixtures."