

Bajaj Electricals' LED range of lighting

R&D wing develops the product

Corporate Reporter

CHENNAI: Bajaj Electricals has launched LED range of lighting in Chennai. Branded as Green, the products are suitable for both indoor and outdoor applications.

Addressing presspersons, V. R. Majumdar, Executive Vice-President and Head, Luminaires business, said the company was targeting IT, ITeS and BPO services, modern offices, retail showrooms and shopping complexes. Outdoor applications include a range of in-ground walkovers, floodlights and underwater luminaires.

It plans to introduce soon the LED range for the home segment. LEDs as a technology is very environmental friendly, due to their energy efficiency and nil mercury content. The company

has always supported the cause of environment, Mr. Majumdar claims.

Though the cost of the LED range is higher by two and half times, its life and functioning will be longer than the conventional GLS and fluorescent lamps. At present, the cost of the LED range of lighting is on a declining trend, Mr. Majumdar said.

The company was importing the positive and negative junction chips to produce different colour LED lighting. The company's research and development wing was developing various models of LED lighting, Mr. Majumdar said.

Bajaj Electricals introduced the LED range of lighting in Chennai on Wednesday and plans to launch the product in other parts of the country shortly.