

Bajaj Electricals enters into strategic alliance with UK based Gooee for IoT based lighting solutions

Mumbai, December 13, 2016: Bajaj Electricals Limited has entered into a strategic alliance with UK based firm Gooee to take the next step in its journey towards digitization and in creating Innovative Lighting products and solutions on IoT platform.

Under this arrangement, Gooee will be the first “full stack operating platform” providing Bajaj Electricals a service driven framework to deliver IoT applications to their discerning customers. IoT refers to the connection of devices other than computers and smartphones to the internet.

“Intelligent lighting is emerging as the next big thing for new age electrical solution companies across the globe. LaaS (Lighting as a Service) is gaining momentum and we at Bajaj Electricals see a huge ‘Technology Convergence’, with rapid technology evolution in every field. LED lighting for example is becoming a custom in the new ‘green’ world. Today, people are getting into open office culture and yet need personalized spaces. The IoT and mobile integration with lighting fixtures being the sensing point, we can create spaces which are personalized and still open. This will help in better management of space, comfort and ensuring energy efficiency at each step. In this direction Bajaj Electricals and Gooee have together embarked on a journey to develop innovative offering relevant to indoor commercial spaces like workspaces, retail outlets, hospitals, hotels & industrial units. As leaders in lighting industry in India, this initiative will help in expediting and giving concrete shape to our digital strategy to address emerging / future markets.” **says R.Sundararajan, Executive President & Country Head, Luminaires Business Unit, Bajaj Electricals.**

“For the past few years, Bajaj Electricals has been consistently moving into the technology arena in buildings and smart infrastructure. Along with commercial and domestic lighting solutions, Bajaj Electricals is the only Indian major to offer IBMS - Integrated Building Management System. Bajaj Electricals has been successful in establishing its market leadership in verticals like commercial spaces, industry premises, cityscapes & datacenters, which are going to be a Hub of smart infra and digitalization. Bajaj Electricals has also effectively managed projects for various tech partners in the field of Life safety, Security & Energy Efficiency. Hence, this transition will be fast and smooth.” **says Shakti Leekha, Sr. GM & Head (IBMS & Growth Sales), Bajaj Electricals.**

Bajaj Electricals has recently entered into an arrangement with Geneva based WISKey International to create a Trusted IoT Platform for more than 100 million Lighting ID appliances per year.



Press Release

About Bajaj Electricals

Bajaj Electricals is a public limited company of long standing repute and having diversified business viz – Consumer Products (Appliances, Fans, Lighting), Exports, Luminaires and EPC (Illumination, Transmission Towers and Power Distribution). Bajaj Electricals also has a presence in the hi-end range of appliances with the brands like Platini and Morphy Richards in India. Bajaj Electricals has 20 branch offices spread in different parts of the country besides being supported by a chain of over 5000 distributors and authorized dealers, over 3 Lakh retail outlets for Lighting, over 1 Lakh for Consumer Durables categories, 106 Bajaj Worlds and over 389 Customer Care centers.

For media queries:

Kiwishka Prasad, 7506861969 – kiwishka.prasad@ketchumsampark.com
Kevin Braganza, 9819156735 – kevin.braganza@ketchumsampark.com