

Bajaj Electricals to focus on 'energy efficiency'

Our Bureau

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Bajaj Electricals hopes to cash in on the security and energy consciousness of commercial establishments.

The company has a distribution agreement with Securiton, a group company of Securitas of Switzerland. Most Swiss banks, army installations, airports have Securitas products such as fire alarms and security systems.

Bajaj Electricals also has a marketing and tie up with Delta Controls of Canada for its integrated building management systems (IBMS) and heating, ventilation and air

conditioning (HVAC) systems.

"The focus is on energy efficiencies and optimising utilities usage. Delta Control is a company which is very strong in IBMS and HVAC," said Mr R. Ramakrishnan, Executive Director, Bajaj Electricals.

Moreover, Delta products are based on vacnet technology, whose software allows "communication" among building utilities, irrespective of the make of each one of them. It is an open source that does not tie down a client with a single integration module. If the services ren-

dered by a chilling plant vendor are unsatisfactory, the plant can be replaced with another manufacturer's product.

Bajaj will be competing with majors such as Siemens, Honeywell and Johnson Controls in this segment. The distribution deal is structured in such a way that it allows Bajaj to localise some accessories at a later date. In three years, this segment has the potential to rake in Rs 100 crore, he said.

NEW CHAIN

The company has commissioned a new compact fluo-

rescence lamp (CFL)-making machine at Nashik-based Starlite's plant in which Bajaj has 32 per cent stake.

Starlite has a CFL-making chain from GE Hungary, which produces 2400 CFLs per hour. With the second machine, Bajaj, which makes T3 CFLs - the slimmer and energy efficient range of CFLs - is exploring opportunities to export lamps to Europe.

Starlite's annual production capacity is 40 million CFLs. "This year we expect CFL turnover to touch Rs 70 crore and in the next fiscal Rs 110 crore," he added.