

## **Bajaj Electricals targets aggressive growth in the Luminaires business in FY 16-17 through LED**

~Launches digital ceiling for smart buildings and smart street lights for smart cities~

**Mumbai, May 04, 2016:** Announcing a wide range of innovative LED lighting systems for commercial and industrial segment, Bajaj Electricals Limited today hinted at a strong growth in the lighting business this financial year.

Introducing its sub-brand - **.nxt upgrade**, Bajaj Electricals showcased its new range of technologically advanced and highly efficient range of LED luminaires for the applications like IT / ITES, Modern work spaces, Pharmaceuticals, Retails, Industrial and Smart City Lighting. '**.nxt upgrade**' event was organised at Grand Hyatt in Mumbai. The day-long event was marked with the presence of leading Architects, Consultants, Corporates and Governments officials.

Bajaj is driving the UPGRADE programme which will help customers to upgrade to latest and technically advance .nxt LED products. These cutting edge technology products, which are made in India is the digital revolution in the lighting solutions.

As trend is moving towards, the concept of smart buildings involving energy efficiency controlling HVAC/Lighting/Utilities of buildings is taking prominence. Bajaj Electricals ltd has taken the lead in creating offerings of **Digital Ceiling Solutions** whereby bringing a common digital platform for lighting, building automation system and services. It is a common platform which covers LED lighting, Fire detection (life safety), Cameras (Security/Surveillance), Ceiling Speakers (emergency evacuation) and all sensors using wireless technology which makes flexible and scalable ceiling. This delivers a user experience which enhances productivity, comfort and ease for user along with creating a more sustainable & smart infrastructure.

Catering to the needs of larger corporates, Bajaj Electricals meets the energy saving needs of the companies which operate 24x7. Currently, Bajaj provides customised products to customers like **Accenture, HP, TCS, Infosys, Reliance Retail, D Mart, Hyper City, Sun Pharma, HDFC Bank, ICICI Bank, RBI, SBI, Kotak bank, Asian Paints, CEAT, TATA group, ESSAR group** and **BPCL** that meets their site requirements. In the last one year, LED luminaires were installed in more than 200 light points in Maharashtra by the company.

**R Sundararajan, President of Luminaires Segment of Bajaj Electricals Limited (BEL) and Director of Hind Lamps Limited said,** *"We have been an undisputed leader in outdoor lighting and have a strong experience in offering lighting solution for modern offices, industries and retail stores. The lighting division of Bajaj Electricals expects a strong growth momentum with its new range of products and lighting systems that cover not just commercial and home*

*lighting but also street lighting systems. Maharashtra has always been a high potential market for the company and we will continue to expand our network here and introduce new and world-class products. We are also enthusiastically participating in the smart city projects”*

Solar power system is one of the thrust areas for Bajaj Electricals. Bajaj focusses to Solar Street Lights, which are manufactured using superior quality material and latest techniques and have easy installation process, longer service life and high performance. Bajaj also has a range of solar products such as Roof Top Solar bank, Solar Lanterns and Solar appliances.

Over the past 8 years, Bajaj Electricals has made rapid strides in the sphere of Integrated Building Management System (IBMS), which includes world class services in the realm of life safety, security system, HVAC controls, lighting controls and much more. Bajaj has taken leadership position in Data Centre Fire and Safety Management. These technologically advanced, intelligent features are truly a class apart and have found patronage in a variety of clients across the nation.

Bajaj IBMS has provided these solutions to multiple HQ buildings in Mumbai to name a few – **UTV Disney, Huntsman, BPCL RHQ-Kharghar, Star India, UPL, Willis, Cadburys (Mondelez), Philips India, Trafigura, TIBCO, IPCA-HQ, Biz Park Nitco Thane.**

Bajaj IBMS has been bringing innovation in IBMS domain with systems which are on Open platform, Scalable, Simple & Flexible and Up skilling our partners and system integrators to deliver solutions and create customer delight in verticals like commercial, Industrial, residential, hospitality, Datacentres and Hospitals.

### **About Bajaj Electricals**

Bajaj Electricals Limited is over 75 year old trusted Indian company and is a part of USD \$ 20 Billion (Market Cap of over Rs. 130,000 Cr) “Bajaj Group”. Bajaj Electricals has seven strategic business units – Appliances, Fans, Luminaires, Lighting, Morphy Richards, EPC, and Exports.

Bajaj Electricals has 19 branch offices spread in different parts of India besides being supported by a chain of over 5000 Dealers and Distributors, over 3 Lakh plus retail outlets for Lighting, 1 lakh plus retail outlets for Consumer Durables, 106 Bajaj Worlds and over 389 Customer Care centres.