



Lighting of Retail Spaces





Ever wondered

Why you turned left in the Superstore when
the waffles you wanted are way to the right?

Why you staggered home with an
armload of DVDs when all you wanted was to
browse through books till your friend arrived?

You think it's Chance...!

We know it's Choice...!

Our Choice, actually!

That's right! There's Method in your
Mindless Meanderings!

Welcome to the world of Retail Lighting!

A world where perfect planning and
penetrating insight leave nothing to Chance!



The Great Retail Drama

As every true-blue Retailer Knows..... It's All in the Eyes!

With Myriad merchandise battling for the customer's mindspace, today's retailer is turning to Optics.....
to the subtle strategy that employs lights to Enhance and Entice!

**Retail is the theatre of the 21st Century...
And Shopping, the Ultimate Dramatic Experience!**

When the doors swing open and the customer steps inside the Store, the anticipatory rush of adrenaline is the same as when the curtain goes up on stage!

Stores, like Stories, are rich with infinite possibilities: they're Entertaining and Engaging; they Stimulate Ideas and make Statements; they send us home luxuriating in the afterglow of Self indulgence!

On stage, lighting dramatically changes the story into eyeball grabbing action!



In the store, lighting transforms your products into
Objects of Desire!

The Great Retail Drama





Retail today is every bit as challenging as drama.

After all, aren't 90% of purchase decisions made at the point of sale?

So, add a Dash of Drama to your store and watch foot traffic soar!

Create an Alluring Ambience, Carve out a Unique identity, Capture that straying Gaze.....

All with the magic wand of Lighting!!

Bajaj understands all your Retailing requirements ...
...knows that Specialized Lighting can spectacularly alter the dynamics of the retail environment!

Whether a horizontal merchandise table, a vertical display wall or flattering lights in fitting rooms...

....the colour, the distribution, the control of glare ...

... every detail merits Meticulous Care!

The multiple dimensions of Store Lighting deserve a multi-pronged Strategy.

And Bajaj has every one of your needs in mind:

Lead Customers in

Bajaj Luminaires are designed to bewitch!

On storefronts and window displays Strategic Lighting beckons invitingly!

Once the spell is cast, the rest is easy!

As your products work their charm on customers, Impulse buying takes over! So you can sit back and glory in the increased footfalls!

Create a Sense of Hygiene

Lend sharper definition to every contour; make every colour come alive under the subtle glow of seductive lighting. Your retail spaces will sparkle cleaner and brighter with help from the Bajaj range of Specialised Lights!

These Mood-enhancing lights will gently persuade and prompt buyers to purchase, ...even as the environs take on a spiffy, spanking clean look.

Shall we simply say.....
“Customer liveliness is next to cleanliness”?



Instigate Buying Action

Showcased in the warm aura of lights, your products will draw buyers time and again!

Through intelligent use of colour and control, intensity and contrast, Bajaj Luminaires help engineer an enchanting ambience one guaranteed to make shopping a veritable feast for the senses!

Rest assured, even reluctant customers will turn into compulsive Shopaholics!



Facilitate Buying Process

Bajaj is with your customers all the way lighting up walkways and aisles, illuminating counters and corners to advantage, enveloping them in a cocoon of classy comfort! As the dazzling array of brands unfolds before them they'll move along effortlessly, guided and oriented by the hidden yet compelling artistry of Bajaj Luminaires.

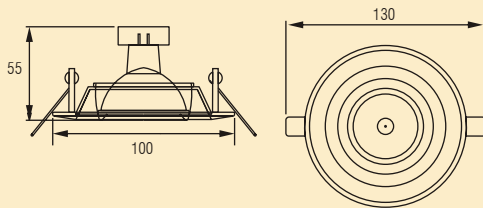


Lighting of Retail Spaces



BLDR 50 DH FX

Recess mounting non integral fixed aiming dichroic lamp luminaire



Application

- Show windows, Store fronts
- Retail stores
- Hotel & Restaurants
- Conference rooms
- Lobbies, Lounges etc.

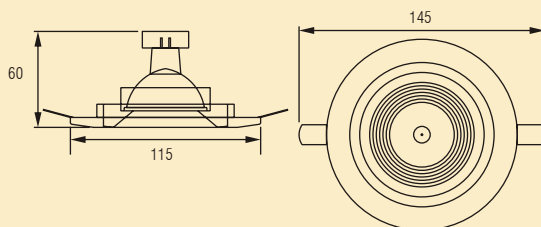
Specification

- Powder coated CRCA sheet steel housing
- Specially designed mounting clips and springs for ease of installation
- Suitable for 12V, 50W dichroic reflector lamp
- To be used with BJHF 50 DH TR transformer



BLDR 50 DH SL

Recess mounting non integral swivel type dichroic lamp luminaire



Application

- Show windows, Store front
- Retail stores
- Hotel & Restaurants
- Conference rooms
- Lobbies, Lounges etc.

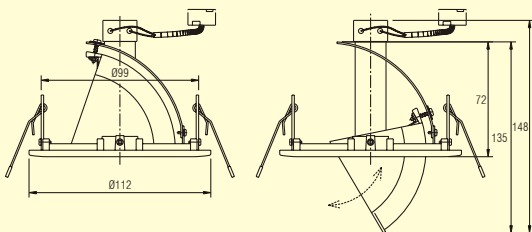
Specification

- Powder coated CRCA sheet steel housing
- Special swivel type lamp housing assembly for directing light from 0° to 30°
- Specially designed mounting clips and springs for ease of installation
- Suitable for 12V, 50W dichroic reflector lamp
- To be used with BJHF 50 DH TR transformer



BLDR 50 DH WW

Recess mounting non integral 60° swivel type dichroic lamp luminaire



Application

- Show windows, Store front
- Retail stores
- Hotel & Restaurants
- Conference rooms
- Lobbies, Lounges etc.

Specification

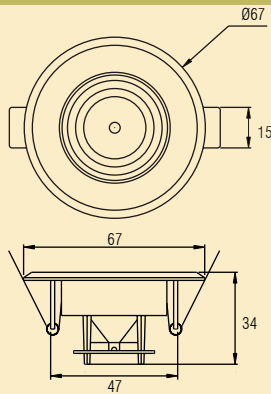
- Epoxy white powder coated die-cast aluminum housing & rim
- Special swivel type reflector assembly for directing light 0° to 60° swivel out
- Specially designed mounting clips & springs for ease of installation
- Lamp holder is prewired upto the terminal block
- Suitable for 12V, 50W dichroic reflector Lamp
- To be used with BJHF 50 DH TR transformer

Lighting of Retail Spaces



BG SL 01 01 NB/WB R/G/B/WW/WH

Recess mounted 1W LED spotlight luminaire



Application

- Retail Showrooms, Gallery, Museum, Shopping Malls
- Architectural Lighting in Modern Offices

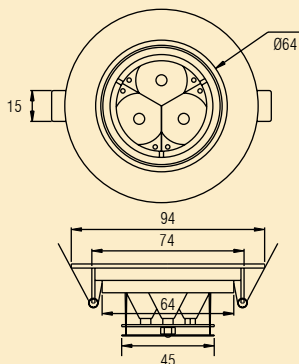
Specification

- Metal housing with eye-ball swivel arrangement
- Narrow beam / wide beam option of secondary optics
- Available in Red, Green, Blue, Warm White & White LED colours
- Requires a separate driver
 - BMPL 1 can drive one luminaire at a max. distance upto 2 mtrs.
 - BDP 110 can drive a max. 9 nos. luminaires at a max. distance upto 3 mtrs.
 - BPB 30 can drive a max. 29 nos. luminaires at a max. distance upto 10 mtrs.



BG SL 03 01 NB/WB R/G/B/WW/WH

Recess mounted 3W LED spotlight luminaire



Application

- Retail Showrooms, Gallery, Museum, Shopping Malls
- Architectural Lighting in Modern Offices

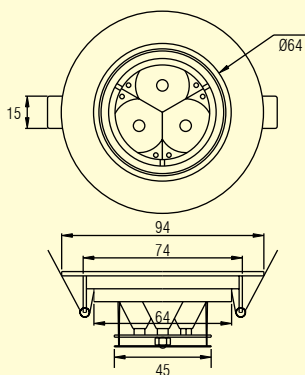
Specification

- Metal housing with eye-ball swivel arrangement
- Narrow beam / wide beam option of secondary optics
- Available in Red, Green, Blue, Warm White & White LED colours
- Requires a separate driver
 - BMPL 3 can drive one luminaire at a max. distance upto 2 mtrs.
 - BDP 110 can drive a max. 3 nos. luminaires at a max. distance upto 3 mtrs.
 - BPB 30 can drive a max. 8 nos. luminaires at a max. distance upto 10 mtrs.



BG SL 03 01 NB/WB RGB

Recess mounted 3x1W RGB LED spotlight luminaire



Application

- Retail Showrooms, Gallery, Museum, Shopping Malls
- Architectural Lighting in Modern Offices

Specification

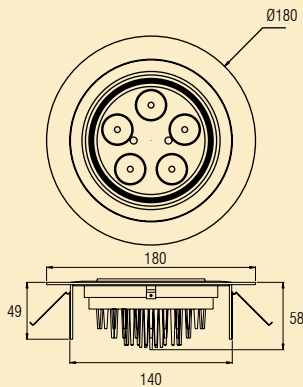
- Cast aluminium housing with eye-ball swivel arrangement
- Narrow beam / wide beam option of secondary optics
- RGB Luminaire - with appropriate control systems, colour changing option is available
- Requires a separate driver
 - BRGB 30 can drive max. 8 nos. luminaires at a max. distance upto 10 mtrs.
- Optional control using hand held remote (only with BGRB 30)
 - BIR2T & BIR2R control units to be ordered separately

Lighting of Retail Spaces



BG SL 05 01 NB/WB RGB

Recess mounted 5x3W RGB LED spotlight luminaire



Application

- Retail Showrooms, Gallery, Museum, Shopping Malls
- Architectural Lighting in Modern Offices

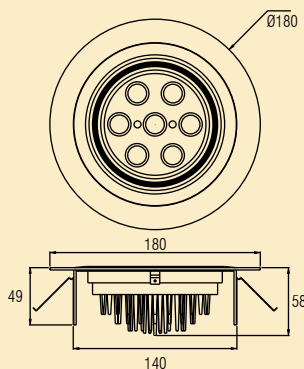
Specification

- Cast aluminium housing with eye-ball swivel arrangement
- Narrow beam / wide beam option of secondary optics
- RGB Luminaire - with appropriate control systems, colour changing option is available
- Requires a separate driver
 - BRGB 30 can drive one luminaire at a max. distance upto 10 mtrs.
- Optional control using hand held remote (only with BGRB 30)
 - BIR2T & BIR2R control units to be ordered separately



BG SL 07 01 NB/WB R/G/B/WW/WH BG SL 07 03 NB/WB R/G/B/WW/WH

Recess mounted 7x1W/7x3W LED spotlight luminaire



Application

- Retail Showrooms, Gallery, Museum, Shopping Malls
- Architectural Lighting in Modern Offices

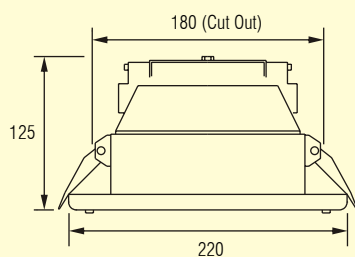
Specification

- Cast aluminium housing with eye-ball swivel arrangement
- Narrow beam / wide beam option of secondary optics
- Available in Red, Green, Blue, Warm White & White LED colours
- Separate driver supplied along with the luminaire



BJDR 70/150 MH DE NI/150DE WSI

Recess mounting non Integral MH lamp luminaire



Application

- Lobbies & Lounges
- Retail stores
- Auditoriums

Specification

- CRCA white powder coated housing and rim
- Spun aluminum anodised reflector for uniform high distribution
- Springs loaded brackets in the housing for ease of installation
- Heat resistant toughened glass fixed with clips
- To be used with BJC 70/150 MH DE WSII control gear box

Lighting of Retail Spaces



Advantages

- Precise Optics
- Cost Saving
- Safety
- Energy Efficient

Applications

- Malls
- Super Markets
- Jewellery Show Rooms
- Stores - FHPC / F & V / CDIT Formats
- Hypermarkets
- Automobile Show Rooms
- Electronic Showrooms

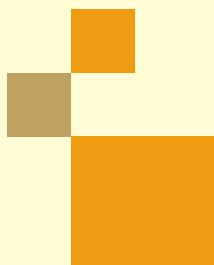


Most Important Design Factors

	Feature Display	General Retail	Cashier	Circulation
Colour Rendering Index / Colour Temperature	Very Important	Very Important	Important	Important
Contrast / Accent / Highlight	Very Important	Very Important	Important	Important
Daylighting Integration / Control	Very Important	Very Important	Somewhat Important	Somewhat Important
Direct Glare / Reflected Glare	Very Important	Important	Very Important	Somewhat Important
Image or Style	Very Important	Important	Important	Important
Modeling of Objects / Shadows	Very Important	Important	Somewhat Important	Somewhat Important
Visual Priority / Organisation	Important	Important	Important	Important
Quantity of Light on Vertical Displays (lux)	Important	Important	Somewhat Important	Somewhat Important
Quantity of Light on Horizontal Surfaces (lux)	Important	Important	Important	Important
Aiming Flexibility of Accent Lighting	Very Important	Somewhat Important	NA	NA

Very Important Important Somewhat Important

Adapted from the Lighting Design Guide IESNA Lighting Handbook, 9th Edition

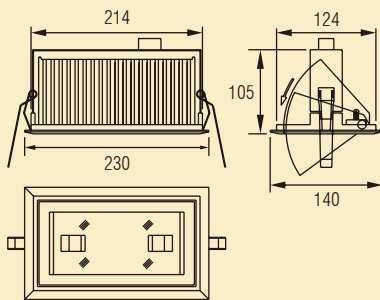


Lighting of Retail Spaces



BLDR 70/150 MH DE RS

Recess, decorative, downlighter for double ended metal halide lamp



Application

- Shopping malls
- Exclusive / Lifestyle retail stores
- Gallery, Museum
- Show windows, Store fronts

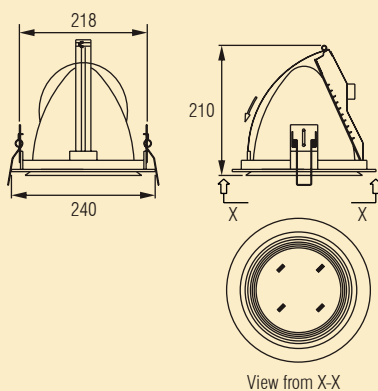
Specification

- Epoxy white powder coated die cast aluminium housing
- Bright anodised aluminium reflector covered in the front with heat resistant, toughened, clear glass held in epoxy white powder coated die cast aluminium frame
- Reflector assembly swivels out for directing light from 0 to 90°
- Specially designed mounting clips/springs, for ease of installation and maintenance
- Suitable for 70/150W MH DE lamp
- To be used with 70W/150W control gear box



BLDR 70 MH G12 CS

Recess, decorative, downlighter for CDM-T lamp



Application

- Exclusive/Lifestyle retail stores
- Show windows, Store fronts
- Shopping malls
- Galleries, Museum

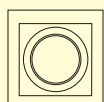
Specification

- Epoxy white powder coated die cast aluminium housing
- Anodised aluminium reflector covered in the front with heat resistant, toughened, clear glass held in epoxy white powder coated die cast aluminium frame
- Epoxy white powder coated die cast aluminium ring
- Reflector assembly swivels out for directing light from 0 to 60°
- Specially designed mounting clips/springs, for ease of installation and maintenance
- Option of anodised aluminium reflector for 15° and 30° beam are available
- Suitable for 70W CDM-T lamp
- To be used with 700W CDM-T control gear box

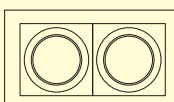


BLDRS 150/250/350/450 QAR

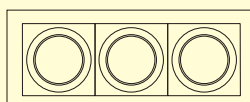
Recess mounting integral multi swivel QAR luminaire



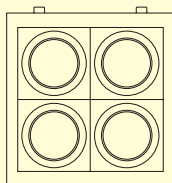
BLDRS 150 QAR



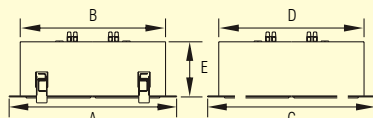
BLDRS 250 QAR



BLDRS 350 QAR



BLDRS 450 QAR



Application

- Exclusive/Lifestyle Retail stores
- Show windows, Store fronts
- Shopping malls
- Galleries, Museum

Specification

- Black epoxy polyester powder coated housing & frame is metallic grey
- Special swivel type lamp carriage assembly - to accent the object for right focus
- Integral control gear to step down the voltage - energy efficient
- Adjustable mounting brackets to adjust to varying ceiling thickness - easy to install & maintain
- Suitable for 1x50 /2x50/3x50/4x50 W QR 111 lamp 24° beam angle

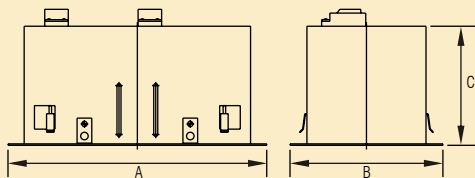
Cat. Ref.	A	B	C	D	E
BLDRS 150 QAR	206	206	160	160	80
BLDRS 250 QAR	206	358	312	160	80
BLDRS 350 QAR	206	510	464	160	80
BLDRS 450 QAR	358	358	312	312	80

Lighting of Retail Spaces



BLDRS 135/170/235/270 MT WOB BLDRS 335/370/435/470 MT WOB BLDRSL 435/470 MT WOB

Recess mounting multi swivel CDM-T luminaire



Cat. Ref.	A	B	C
BLDRS 135/170 MT	210	208	162
BLDRS 235/270 MT	352	208	162
BLDRS 335/370 MT	497	208	162
BLDRS 435/470 MT	352	352	187
BLDRSL 435/470 MT	640	208	187

Application

- Exclusive/Lifestyle Retail stores
- Show windows, Store fronts
- Shopping malls
- Galleries, Museum

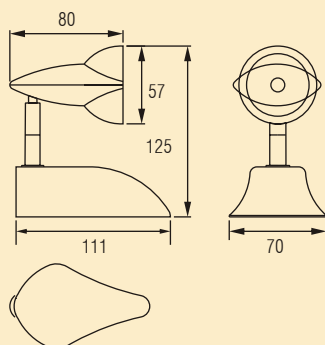
Specification

- Black epoxy polyester powder coated housing and white powder coated frame
- Special swivel type lamp carriage assembly - to accent the object for right focus
- Non Integral control gear - options of electromagnetic and electronic
- Adjustable mounting brackets to suit varying false ceiling depths - easy to install & maintain
- Suitable for 1/2/3/4x35/70W CDM-T lamp



BLDR 50 DH SF 05

Surface mounting integral dichroic lamp luminaire

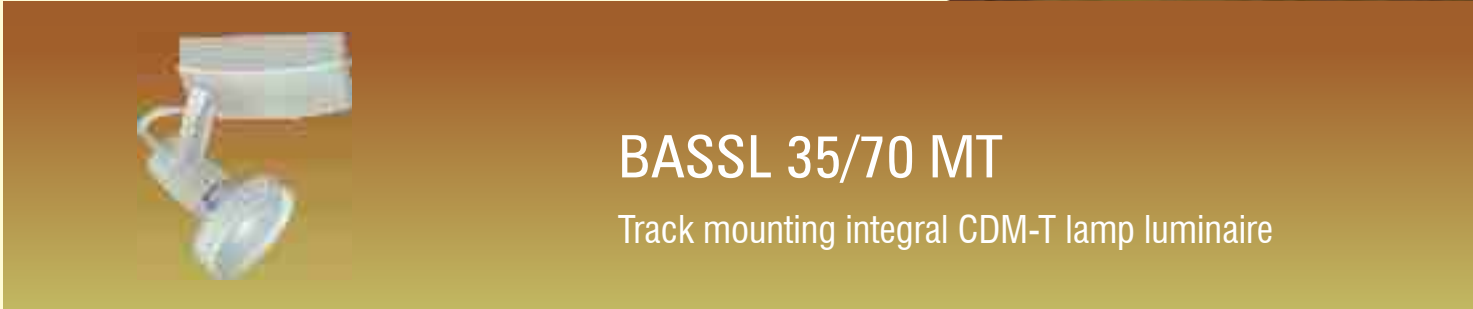


Application

- Show windows, Store front
- Retail stores
- Hotel & Restaurants
- Conference rooms

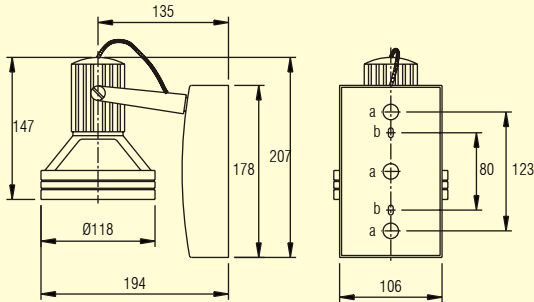
Specification

- Die cast aluminum lamp housing with metal paint finish to give superior aesthetic look
- Special swing type adjustable bracket assembly for highlighting the objects
- Suitable for 12V, 50W dichroic reflector lamp
- Built in accessories to step down voltage



BASSL 35/70 MT

Track mounting integral CDM-T lamp luminaire



a = 3 Nos., Ø16 HOLE
b = 2 Nos., 5W x 10 Lg. SLOTS

Application

- Shopping malls
- Exclusive / Lifestyle Retail stores
- Gallery, Museum
- Show windows, Store fronts

Specification

- Aluminum alloy die-cast housing with white powder coated finish; special electrostatic plastic spray treatment of surface
- High purity aluminum reflector for optical precision
- Partly frosted toughened glass diffuser in a self locking aluminum ring
- Suitable for 35/70W CDM-T lamp
- Suitable for use with CDM-T electronic ballast only, which needs to be ordered separately (BEHS 35/70).

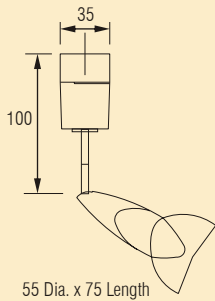
Note: Electronic ballast will be supplied separately in loose & to be installed at site

Lighting of Retail Spaces



BLTR 50 DH TF 03

Surface mounting integral CDM-T dichroic lamp luminaire



Application

- Show windows, Store fronts
- Retail stores
- Hotel & Restaurants
- Conference rooms

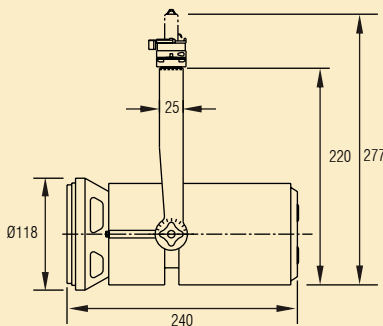
Specification

- Die cast aluminum lamp housing with metal paint finish to give superior acrylic look
- Special swing type adjustable bracket assembly for highlighting the objects
- Suitable for 12V, 50W dichroic reflector Lamp
- Built in accessories to step down voltage
- To be installed in BLTR 50 DH track



BATSL 35/70 MT

Track mounting integral CDM-T luminaires



Application

- Shopping malls
- Exclusive / Lifestyle Retail stores
- Gallery, Museum
- Show windows, Store fronts

Specification

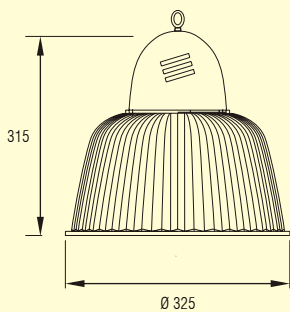
- Aluminium alloy die-casting housing with white powder coated finish; special electrostatic plastic spray treatment of surface
- High purity aluminium reflector for optical precision
- Suitable for 35W/70W CDM-T lamp
- Suitable for use with CDM-T electronic ballast only which needs to be ordered separately (BEHS 35/70)

Note: Electronic ballast will be supplied separately in base & to be installed at site



BLRI 218/ 226 CFL ACR

Suspended type decorative integral highbay luminaire with acrylic reflector

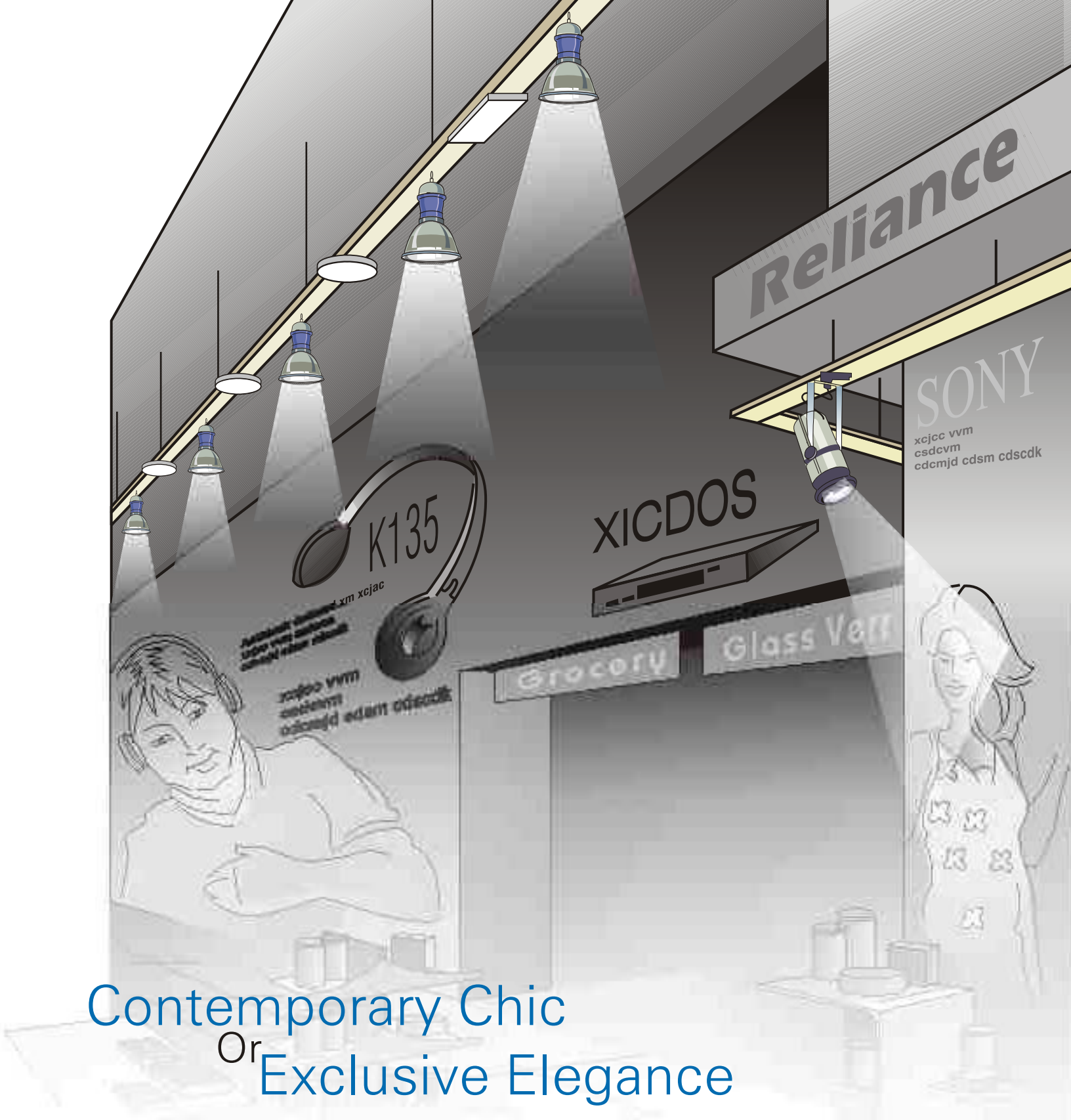


Application

- Shopping malls
- Atriums
- Warehouses

Specification

- Pressure die cast aluminium housing
- Fluted refractor in acrylic
- Mounting hook for suspension
- Aesthetically appealing to suit any interior
- Suitable for twin 'D' type 18/26W CFLs



Contemporary Chic Or Exclusive Elegance

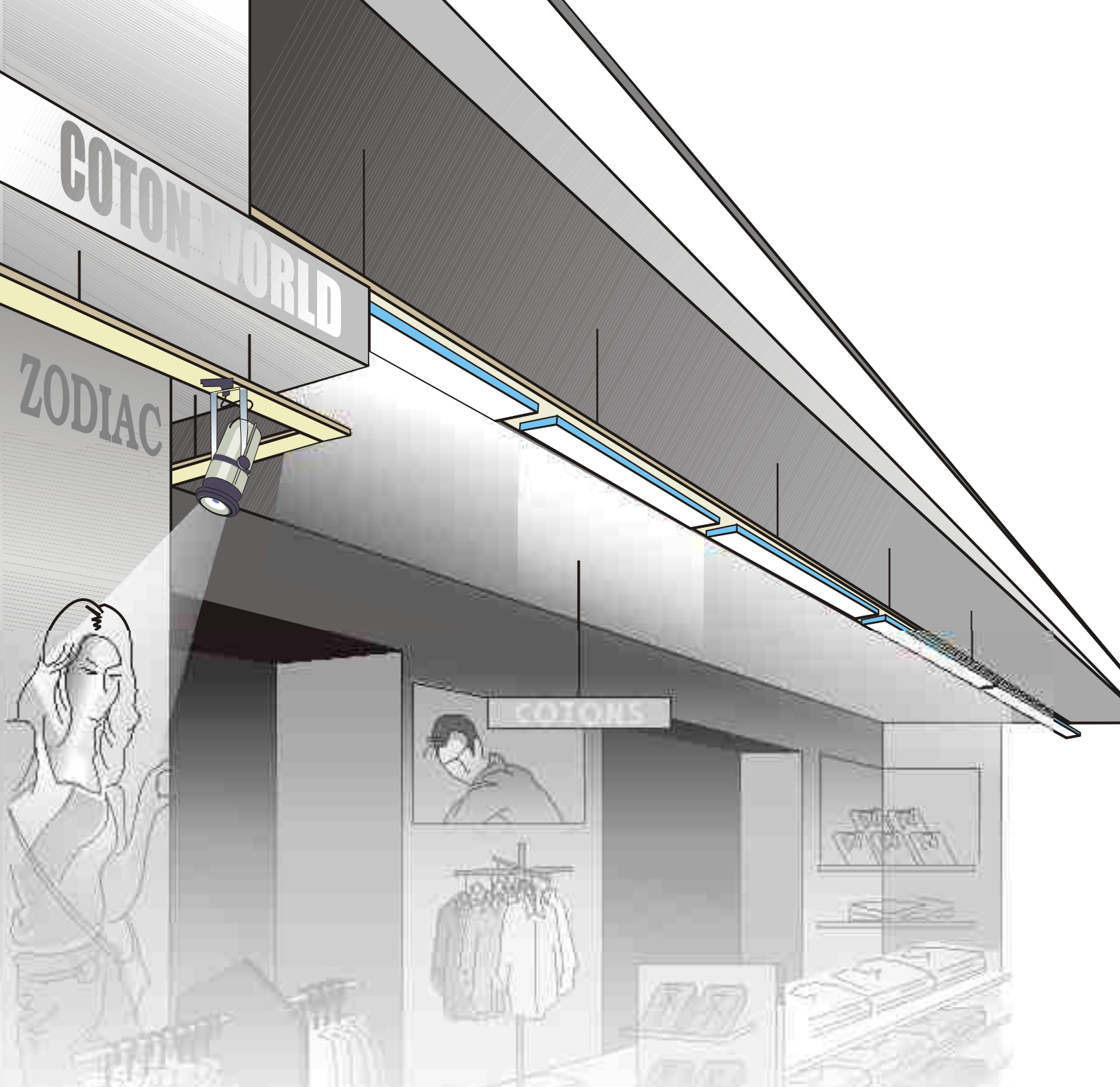
Whatever the Spirit of your Store....

Here's a Light that's Flexible enough to match your changing needs!

FLEXITRON – The Flexible Trunking Solution...

has many avatars! Each more attractive than the other!

Amazingly versatile, the Flexitron range has been conceived keeping in mind the swiftly evolving retail scenario.



Fashioned for convenience, it inspires the most exciting interior configurations.

The possibilities are inexhaustible as boundless as imagination itself!

True to its name, **FLEXITRON** offers flexibility in layout, lending itself to multifarious applications. It is easily integrated with IT, carriage of data cabling, Audio and Fire protection systems. Merging seamlessly with the décor and design of the store, it imparts such a distinctive touch to interiors, that you'll scarcely feel the absence of false ceilings! Complete safety and easy installation are added advantages.

FLEXITRON *brings you the finest, state-of-the-art product line to dress up your Store... and gives you the greatest gift of all. the freedom to choose!*

FLEXITRON

fresh & more



Chocolates

ਚੋਕਲੇ

Health Drinks

ਸਿਹਤੀ ਪੀਣ

Breakfast Cereals

ਵੇਸਟਮੋਰਿੰਗ



Lighting of Retail Spaces



BFDAL 214/224/228 LHD L

BFDAL 236 L

BFWAL 214/224/228 LHD L

BFWAL 236 L

Luminaire Body

Epoxy white powder coated CRCA sheet steel housing, with state-of-art specially designed clips for mounting on trunking system

Reflector

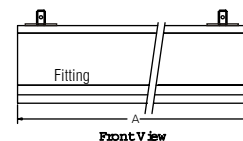
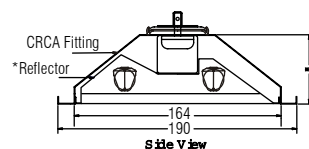
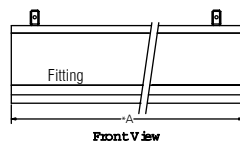
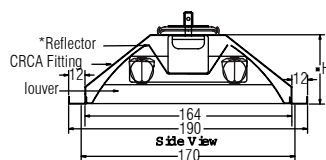
Electrochemically brightened, polished and anodised aluminium reflector for symmetrical light distribution in BFDAL series and asymmetrical light distribution in BFWAL series

Lamp and Accessories

Luminaire is suitable for twin 36W FTL lamp / 14/28W T5 lamp, electronic ballast wired upto flexi terminal block



spring locking system



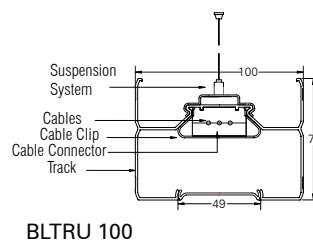
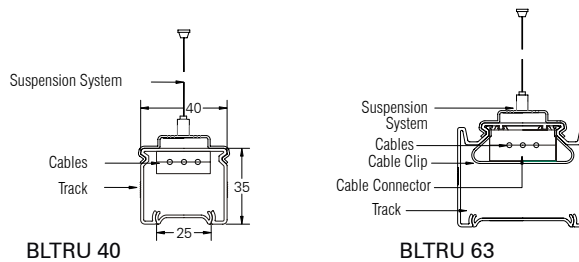
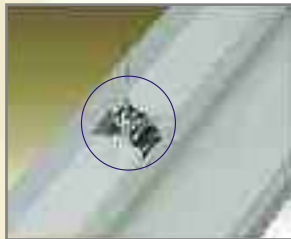
Trunking System



BLTRU 40
 BLTRU 63
 BLTRU 100

Luminaire Body

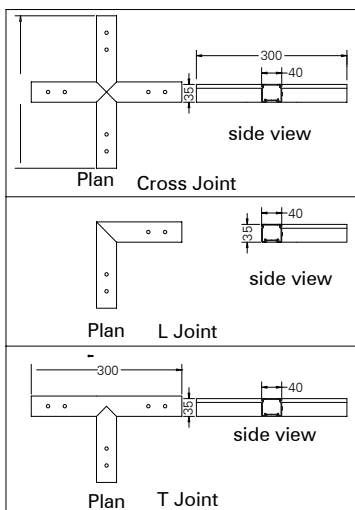
Epoxy white powder coated extruded aluminium channels with slots provided to suspend on State-of-art Millennium Suspension System (MSS). Casing and capping press fit attachment and decorative plastic end caps. Extra space is provided to run data cable and computer interface cables. Trunking system have different attachments i.e. Straight joints, Cross joints, L joints & T joints



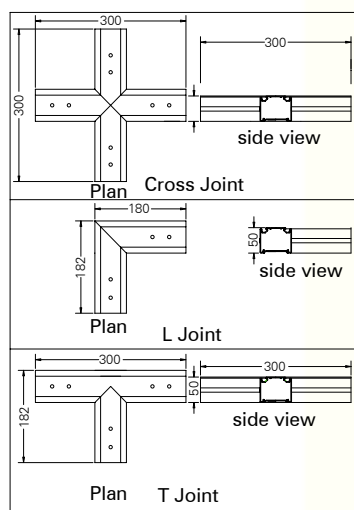


FLEXITRON

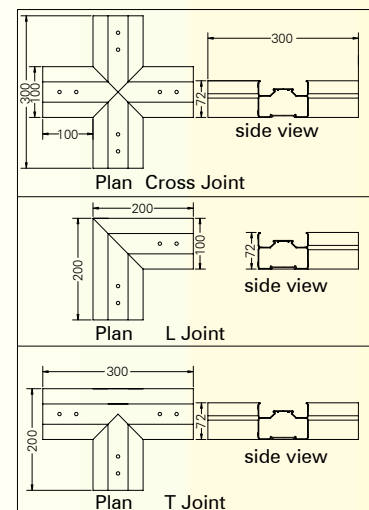
Schematic Line Diagram of Flexitron Range



XTL40



XTL63



XTL100

Lighting of Retail Spaces



Don'ts-



Common Misapplications

- Using incandescent lights for all applications
- Using floodlights instead of spotlights
- Random fixture layouts or visual chaos
- Too many shiny surfaces
- Black ceiling
- Dark finishes
- Accenting everything, emphasizing nothing in particular
- Not enough ambient light to clearly examine merchandise.

Quicktips

- Place light sources close to the merchandise.
- For ambient lighting, use efficient, diffuse sources, such as fluorescent.
- For accent lighting, use narrow beam spotlights such as CDM-Ts or Low-Voltage MR-16s.
- Use fewer types of lamp to get the desired effect, reducing relamping mistakes and maintenance problems.
- Illuminate the aisles with spill light from the accented merchandising areas or displays.
- Lower levels of ambient lighting require fewer watts of accent lighting.
- Use lighter colours on the interior surfaces of shelving.
- Use organised patterns of light fixtures, Chaotic patterns may confuse, agitate or fatigue the customers.
- Use high colour rendering lamps for both ambient and task lighting.

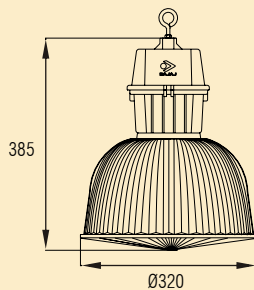


Lighting of Retail Spaces



BLRI 70/150 MH SE ACR

Suspended type decorative totally enclosed integral highbay luminaire with acrylic reflector



Application

- Shopping malls
- Atriums
- Warehouses

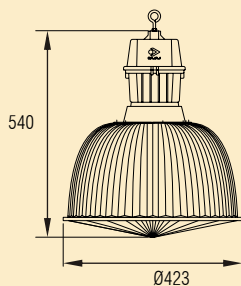
Specification

- Pressure die cast aluminium housing
- Fluted refractor and prismatic cover in acrylic
- SS rim with spring for cover
- Mounting hook for suspension
- Aesthetically appealing to suit any interior
- Suitable for 70/150W single ended MH lamp
- Degree of protection: IP 55



BLRI 250 MMH ACR

Suspended type decorative totally enclosed integral highbay luminaire with acrylic reflector



Application

- Shopping malls
- Atriums
- Warehouses

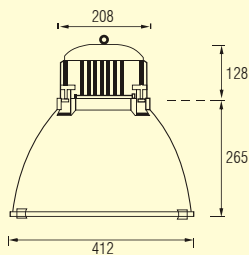
Specification

- Pressure die cast aluminium housing
- Fluted refractor and prismatic cover in acrylic
- SS rim with spring for cover
- Mounting hook for suspension
- Aesthetically appealing to suit any interior
- Suitable for 250W MMH lamp
- Degree of protection: IP 55



BEMB 136 CFL MR

Suspended type decorative integral highbay luminaire with polycarbonate reflector



Application

- Shopping malls
- Atriums
- Warehouses

Specification

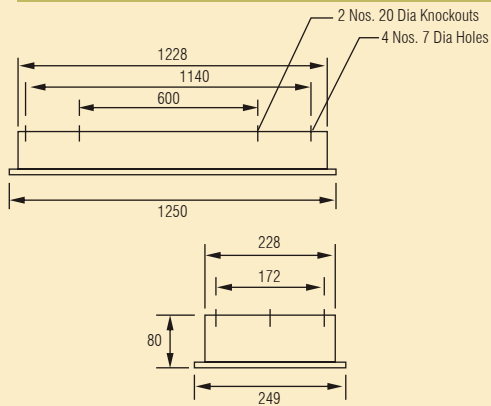
- Black technopolymer control gear house
- 4 mm thick antiglare tempered glass, shock and heat resistance fastened to the reflector by technopolymer clips
- Polycarbonate reflector with vacuum metalised finish
- Aesthetically appealing to suit any interior
- Wired with electro magnetic ballast suitable for single 'F' type 36W CFL lamp

Lighting of Retail Spaces



BJWL 136/140/236/240 BJWL 136/140/236/240/WEB1/WEB2

Recess Mounting, decorative, single/twin fluorescent lamp wall lighter



Application

- Retail stores - FHPC, F&V, CDIT formats
- Apparel showrooms
- Vertical display lighting

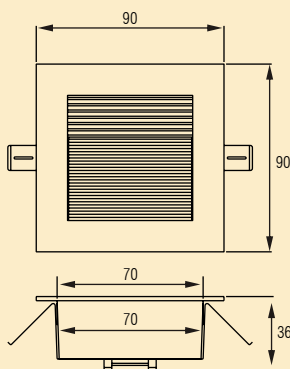
Specification

- Epoxy white powder coated CRCA sheet steel housing
- Electrochemically brightened, polished and anodised aluminium involute shaped reflector, partly covered by epoxy white powder coated sheet
- Accessories for single/twin 36/40W fluorescent lamps, prewired upto the terminal block. Wired with open construction ballast / electronic ballast
- Luminaire is suitable for single/twin 36/40W



BG ST 01 01 R/G/B/WW/WH

Recess wall mounted 1W steplight luminaire



Application

- Corridors, Indoor walkways, Pathway guidance lights
- Multiplexes, Architectural lighting in modern offices

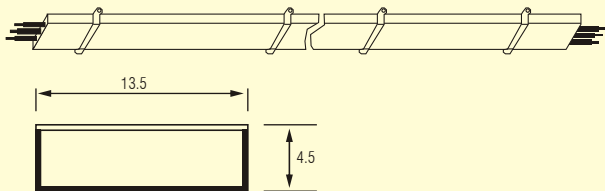
Specification

- Pressure die cast aluminium housing with asymmetric serrated reflector
- Available in Red, Green, Blue, Warm White & White LED colours
- Requires a separate following driver for operating 1W LED step light luminaires
 - BMPL 1 can drive one luminaire at a maximum distance upto 2 mtrs.
 - BDP 110 can drive a max. 9 nos. luminaires at a max. distance upto 3 mtrs.
 - BPB 30 can drive a max. 29 nos. luminaires at a max. distance upto 10 mtrs.



BG FL 360 R/G/B/WW/WH BG FL 180 RGB

Flexible LED strip in transparent silicon enclosure



Application

- Cove lighting, Sign boards lighting, Landscape lighting

Specification

- Plastic fixing clips
- End of strip is soldered with flying leads for power supply
- Available in Red, Green, Blue, Warm White and White LED colour and in RGB
- Cutable every three LEDs, but should be cap sealed with silicon gels after cutting
- BGFL 360 R/G/B/WW/WH is available in 6 metre lengths only
- BGFL 180 RGB is available in 3m lengths only
- BGFL 360 R/G/B/WW/WH is supplied with separate power supply unit
- BGFL 180 RGB is supplied with separate power supply unit & RGB control unit
- Amplifier is required after every 15 mtrs. of flexible strips
- Ingress Protection: IP 65

Lighting of Retail Spaces



LED Driver



BMPL 1 / BMPL 3



BDP 110

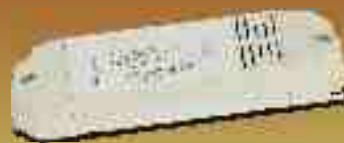


BPB 30 / BRGB 30

Specification

- Driver for high brightness LEDs
- Insulation class II
- Suitable for 1W and 3W LEDs; connection to be given in series
- Constant current output at 350mA +/-10%
- Self resetting protection against over temperature, open circuit and against output short circuits
- Input voltage 190V-250V AC
- Standard software cycle of 17 seconds in BRGB 30

LED Remote Control System



BIR 2R IRC2



IR 2T Transmitter



BIR 2R Receiver

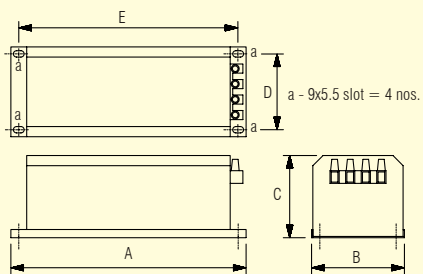
Specification

- Remote control unit to control RGB LED
- To be used with BRGB 30 driver
- Consists of two units; BIR2T transmitter and BIR2R receiver
- BIR2R receiver consists of two sub units - BIR2R receiver lens and IRC2 controller
- Transmission range 6-10m; Remote to be used with 1.5V AAA batteries (not included)
- BIR2R receiver lens is suitable for mounting in MR11 fixtures



BJC 70/150 MH DE WS II

Integral control capsule for MH lamp



70/150 MH control capsule in epoxy grey powder coated CRCA sheet steel housing

Cat. Ref.	A	B	C	D	E
BJC 70 MH DE W SII	185	73	66	60	172
BJC 70 MH DE W SII	205	85	74	65	192

Lighting of Retail Spaces



Myth or Facts...?

M Low voltage lamps used lesser energy when compared to standard voltage lamps.

F FALSE. A 50W 12 volt lamp uses the same amount of power as a 50W, 230V lamp. However, low voltage lamps have smaller filaments, thereby making control of the light source better. This enables precision in focus.

M In case of retail space illumination, more light is better.

F FALSE. Lighting for Retail is all about Contrast and Focus. Too much ambient lighting means no contrast and no focus. A good lighting is achieved by balancing ambient and accent lighting.

Retail Lighting Elements



▲ Cove Lighting



▲ Ambient Lighting



▲ Accent Lighting



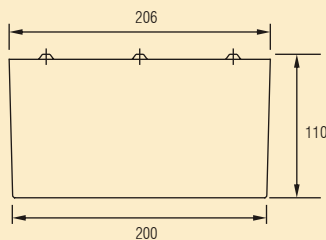
▲ Wall Washer Lighting

Lighting of Retail Spaces



BJDS 118/213/218

Surface Mounting CFL Downlighter



Applications

- Reception halls, Offices, Shops
- Showrooms, Auditorium, etc.

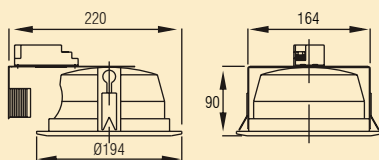
Specification

- Epoxy white powder coated spun aluminium canopy housing with separate anodised reflector.
- Electrochemically brightened, polished and anodised aluminium cylindrical reflector with glass cover below lamps.
- Wired with open construction ballast suitable for single/twin 13/18W CFL(s)
- Luminaire is suitable for single/twin 'D' type 13/18W CFLs.

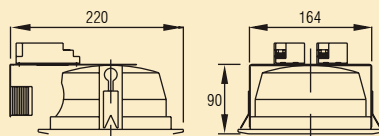


BJDR 113/118 H WEB BJDR 213/218 H W2EB

Horizontal Downlighters



BJDR 113/118 H WEB



BJDR 213/218 H W2EB

Applications

- Reception halls, Offices, Shops
- Showrooms, Auditorium, etc.

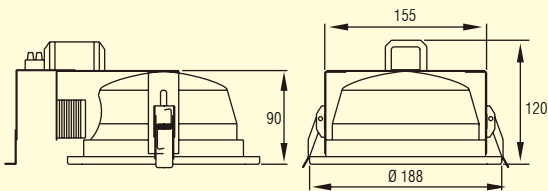
Specification

- Epoxy white powder coated CRCA ring with springs loaded adjustable mounting bracket for easy to install and maintain
- Mirror brite - Glossy finish luminaire reflector.
- Wired with electronic ballast suitable for single/twin 13/18W.
- Suitable for 13/18 'D' type CFL lamp, all accessories, electronic ballast are wired upto the terminal block



BJDR 118/218 FR FGL BJDR 213/218 FR FGL

Horizontal Downlighters with Centre Frosted
Glass Attachment



Applications

- Reception halls, offices, shops
- Showrooms, Auditorium, etc.

Specification

- Epoxy white powder coated CRCA ring with spring loaded adjustable mounting bracket for easy to install and maintain
- Spun aluminium anodised reflector with glass/acrylic/cross louver & darklighter CAT II louver below the lamp
- Wired with open construction ballast suitable for twin 18/26W CFLs
- Luminaire suitable for single/twin 'D' type 13/18W CFL(s).

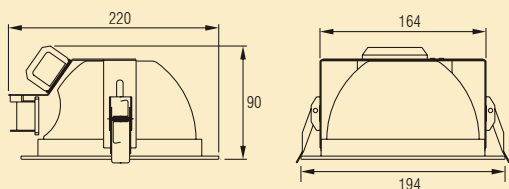
Note: Luminaires shall be supplied with electronic ballast on request.

Lighting of Retail Spaces



BJDR 113 / 118 H MF WEB BJDR 213 / 218 H MF W2EB

Matt Finish Horizontal Downlights



Applications

- Reception halls, Offices, Shops
- Showrooms, Auditorium, etc.

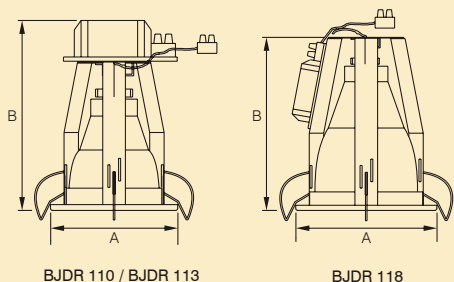
Specification

- Epoxy white powder coated CRCA ring with springs loaded adjustable mounting bracket for easy to install and maintain
- Satin brite – Matt Finish aluminium reflector
- Wired with electronic ballast suitable for single/twin 13/18W CFL
- Luminaire is Suitable for single/twin 'D' type 13/18 'D' type CFL(s) lamp



BJDR 100W BJDR 113/118 CFL H MF

Vertical downlighters



BJDR 110 / BJDR 113

BJDR 118

Applications

- Reception halls, Offices, Shops
- Showrooms, Auditorium, etc.

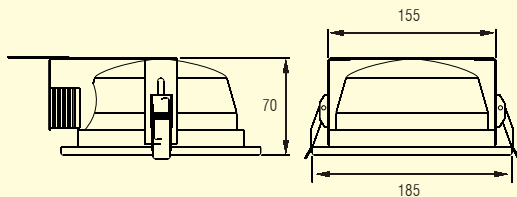
Specification

- Epoxy white powder coated CRCA ring with springs loaded adjustable mounting bracket for easy to install and maintain
- Spun anodised aluminium specular reflector
- Wired with electronic ballast suitable for single 13/18W CFL in BJDR 113/118WEB
- BJDR 100 is suitable for 100/60/40W BC type GLS lamp, BJDR 113/118 WEB is suitable for 'D' type 13/18W CFL.



BJDR 218 CFL

Super Low Height (<70 mm) Bright Finish Downlighters



Applications

- Reception halls, Offices, Shops
- Showrooms, Auditorium, etc.

Specification

- Epoxy white powder coated CRCA ring with spring loaded adjustable mounting bracket for easy to install and maintain
- Spun anodised specular aluminium reflector
- Wired with open construction ballast suitable for twin 18/26W CFLs
- Luminaire is Suitable for twin 'D' type 18W CFLs

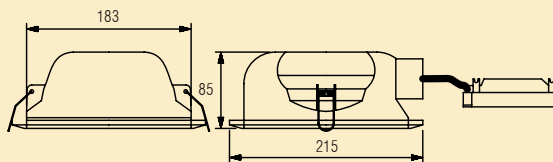
Note: Luminaires shall be supplied with electronic ballast on request

Lighting of Retail Spaces



BLDR 218/226 PCR FG

Polycarbonate Down Lighter with Centre Frosted Glass Cover



Applications

- Reception halls, Offices, Shops
- Showrooms, Auditorium, etc.

Specification

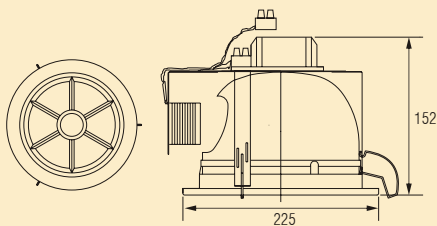
- Epoxy white powder coated CRCA ring with spring loaded adjustable mounting bracket for easy to install and maintain
- Polycarbonate vacuum metalised reflector cum housing, frosted glass held in white ring fixed to the housing. Spring loaded adjustable mounting bracket for easy to install and maintain.
- Separate capsule with open construction ballast is suitable for twin 18/36 CFLs.
- Luminaire suitable for twin 'D' type 18/26 W CFLs,

Note: Luminaires shall be supplied with electronic ballast on request.



BJDR 70C 226 DL (Turbo) BJDR 70C 232 / 242 HFA DL

Downlighter with Turbo louvre attachment

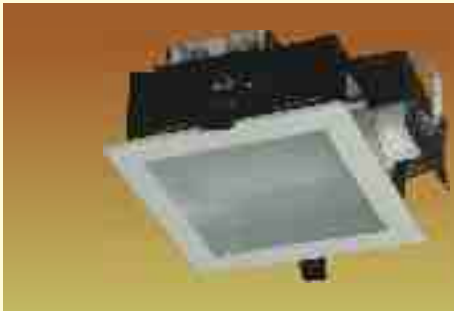


Applications

- Reception halls, Offices, Shops
- Showrooms, Auditorium, etc.

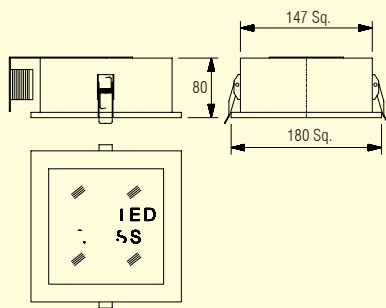
Specification

- Epoxy white powder coated CRCA ring with spring loaded adjustable mounting bracket for easy to install and maintain
- Spun anodised specular aluminium reflector with Dark lighter louvre provided for anti glare
- Wired with open construction ballast suitable for twin 26/32/42W CFLs
- Luminaire is suitable for twin 26/32/42W CFLs



BJDR 218 / 226 SQ FR-FFGL

Square Downlighters with Full Frosted Glass Attachment



Applications

- Reception halls, offices, shops
- Showrooms, Auditorium, etc.

Specification

- Epoxy white powder coated CRCA sheet steel housing, and front frame fixed to the housing with loss proof Stainless steel screws
- Epoxy black powder coated CRCA sheet housing with white powder coated CRCA square frame and frosted glass. Spring loaded adjustable mounting bracket for easy to install and maintain.
- Electrochemically brightened, polished and anodised aluminium reflector.
- Wired with open construction ballast suitable for twin 18/26W 'D' type CFLs.
- Luminaire is suitable for single/twin 18/26W 'D' type CFLs.

Note: Luminaires shall be supplied with electronic ballast on request.

Lighting of Retail Spaces



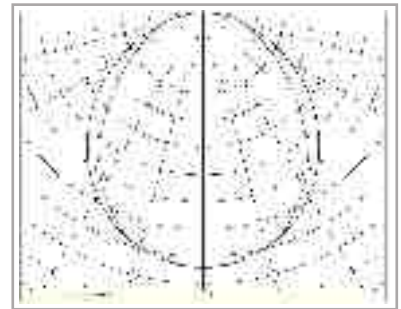
LUMINOUS INTENSITY DISTRIBUTION



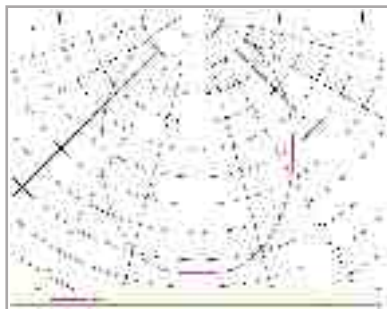
BASSL 35/70 CDMT



BATSL 35/70 CDMT



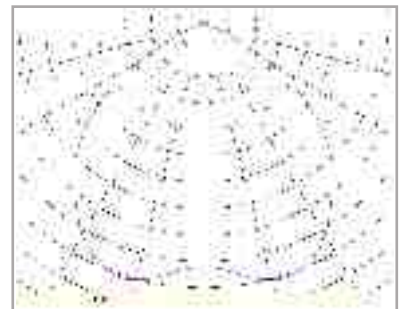
BDL 228 T5



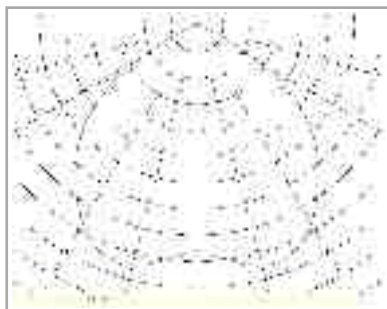
BJDR 65C 218 AG



BJDR 70 MH CS



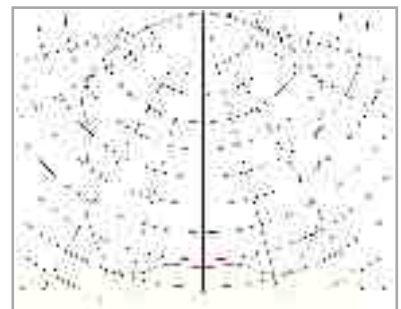
BJDR 70C 226 CFL DL



BJDR 70C 242 CFL



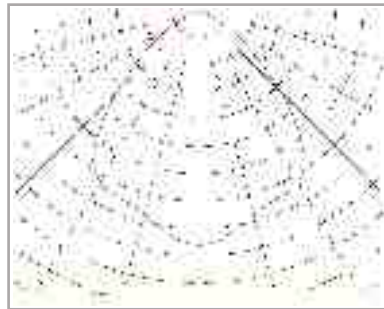
BJDR 150 MH DE SW



BJDS 213



BJDS 218



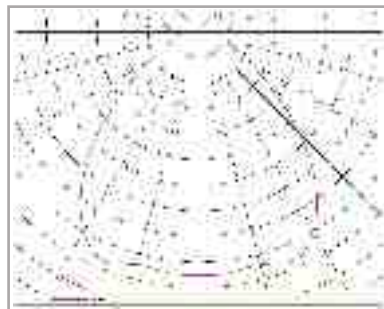
BLDRS 170 MT



BLDRS 270 MT



BLRI 70 MH



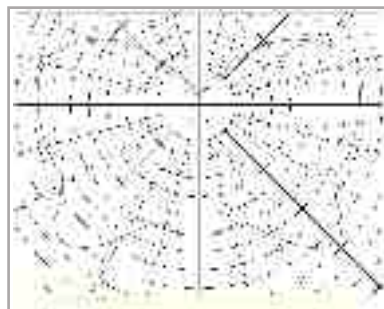
BLRI 150 MH



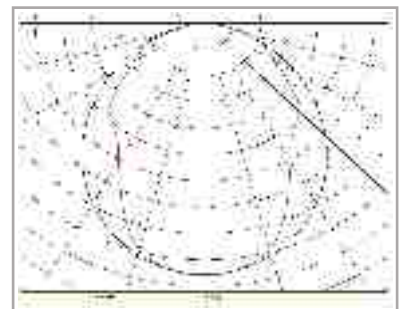
BLRI 218



BLRI 226



BLRI 250 MH



BWL 228 T5

Lighting of Retail Spaces



Technical-Commercial Data: AMBEANCE

ORDERING PRODUCT CODE	LUMINAIRE TYPE	LAMP TYPE	LAMP BASE	UNIT PRICE Rs.
161054	BLDR 50 DH SL	DH 1 x 50W	GU 5,3	225.00
161055	BLDR 50 DH FX	DH 1 x 50W	GU 5,3	300.00
161310	BLDR 50 DH WW	DH 1 x 50W	GU 5,3	900.00
530185	BJHF 50 DH TR	-	-	450.00
161057	BLDR 50DH SF 05	DH 1 x 50W	GU 5,3	1050.00
161061	BLTR 50DH TF 03	DH 1 x 50W	GU 5,3	1100.00
161130	BLTR 50DH 1 Mtr Track	-	-	700.00
161062	BLDR 70MH DE RS	MH DE 70W	Rx 7s	910.00
161826	BJC 70 MH DE WSII	-	-	1260.00
161064	BLDR 70MH DE CS	-	Rx 7s	2210.00
161826	BJC 70 MHDE WSII	-	-	1350.00
162076	BLDR 70 MH G12 CS	MH 70W G12	G12	2500.00
220039	BLDR 70 MT CS 15	MT 70W	G12	2500.00
220040	BLDR 70 MT CS 30	MT 70W	G12	2500.00
161988	BJDR 35 CDMT	CDMT 1 x 35W	G12	1100.00
-----	BJC 35 MH	-	-	1350.00
161150	BJDR 70 MH DE NI	MH DE 1 x 70W	Rx 7s	1100.00
161826	BJC 70MH DE WSII	-	-	1350.00
168685	BJDR 150 MH DE NI	MH DE 1 x 150W	Rx 7s - 24	1120.00
161827	BJC 150MH DE WSII	-	-	1750.00
220159	BLDRS 135/170 MT WOB	CDMT 1 x 35/70W	G12	1575.00
220160	BLDRS 235/270 MT WOB	CDMT 2 x 35/70W	G12	3150.00
220161	BLDRS 335/370 MT WOB	CDMT 3 x 35/70W	G12	4575.00
220162	BLDRS 435/470 MT WOB	CDMT 4 x 35/70W	G12	6090.00
220163	BLDRSL 435/470 MT WOB	CDMT 4 x 35/70W	G12	6090.00
161826	BJC 70 MH DE WSII	-	-	1350.00
161827	BJC 150 MHDE WSII	-	-	1750.00
161437	BLDRS 150 QAR	QAR 1 x 50W	G53	1380.00
161438	BLDRS 250 QAR	QAR 2 x 50W	G53	2450.00
161439	BLDRS 350 QAR	QAR 3 x 50W	G53	3475.00
161440	BLDRS 450 QAR	QAR 4 x 50W	G53	4650.00
162087	BLRI 218 CFL AL	'D' type CFL 2 x 18W	G24 d 1	2375.00
162088	BLRI 70 MH AL	MH 1 x 70	E27	3800.00
162098	BLRI 218 CFL ACR	'D' type CFL 2 x 18W	G24 d 1	2950.00
161402	BLRI 226 CFL ACR	'D' type CFL 2 x 26W	G24 d 1	2950.00
161711	BLRI 70 MH SE ACR	MH SE 70W	E27	4950.00
161713	BLRI 150 MH SE ACR	MH SE 150W	E40	5250.00
161716	BLRI 250 MMH ACR	MMH 250W	E40	7100.00
220008	BEMB 136 CFL MR	'F' Type 1 x 36W	2G10	11300.00
220084	BAT SL 35/70 MT WOB	CDMT 35/70W	G12	4650.00
220083	BATR 3 PH	-	-	1425.00
220102	Live End for BATR 3 PH	-	-	450.00
220103	End Cap for BATR 3 PH	-	-	160.00
530911	BEHS 35	-	-	3750.00
530905	BEHS 70	-	-	3750.00
160191	BJWL 136/140	FTL 1 x 36/40W	G13	2300.00
530768	BJWL 136/140 WEB1	FTL 1 x 36/40W	G13	2780.00
160192	BJWL 236/240	FTL 2 x 36/40W	G13	2900.00
530214	BJWL 236/240 WEB2	FTL 2 x 36/40W	G13	3425.00
220085	BLTRU 100	100mm Width	-	2835.00
220089	BLTRU 63	63mm Width	-	2070.00
220078	BLTRU 40	43mm Width	-	1585.00
530920	BFDAL 228 LHD L	T5 2 x 28W	G5	2690.00
220096	BFDAL 236 L	FTL 2 x 36W	G13	1995.00
530921	BFDAL 224 LHD L	T5 2 x 24W	G5	2285.00
530922	BFDAL 214LHDL	T5 2 x 14W	G5	2285.00
530926	BFWAL 228 LHD L	T5 2 x 28W	G5	2650.00

ORDERING PRODUCT CODE	LUMINAIRE TYPE	LAMP TYPE	LAMP BASE	UNIT PRICE Rs.
220100	BFWAL 236 L	FTL 2 x 36W	13	2125.00
530927	BFWAL 224 LHD L	T5 2 x 24W	G5	2275.00
530928	BFWAL 214 LHD L	T5 2 x 14W	G5	2275.00
220109	BGSL 01 01 NB R WOD	1W recessed spotlight - Narrow beam Red	Not Applicable	3750.00
220110	BGSL 01 01 NB G WOD	1W recessed spotlight - Narrow beam Green	Not Applicable	3750.00
220111	BGSL 01 01 NB B WOD	1W recessed spotlight - Narrow beam Blue	Not Applicable	3750.00
220112	BGSL 01 01 NB WW WOD	1W recessed spotlight - Narrow beam Warm White	Not Applicable	3750.00
220113	BGSL 01 01 NB WH WOD	1W recessed spotlight - Narrow beam White	Not Applicable	3750.00
220114	BGSL 01 01 WB R WOD	1W recessed spotlight - Wide beam Red	Not Applicable	3750.00
220115	BGSL 01 01 WB G WOD	1W recessed spotlight - Wide beam Green	Not Applicable	3750.00
220116	BGSL 01 01 WB B WOD	1W recessed spotlight - Wide beam Blue	Not Applicable	3750.00
220117	BGSL 01 01 WB WW WOD	1W recessed spotlight - Wide beam Warm White	Not Applicable	3750.00
220118	BGSL 01 01 WB WH WOD	1W recessed spotlight - Wide beam White	Not Applicable	3750.00
220119	BGSL 03 01 NB R WOD	3W recessed spotlight - Narrow beam Red	Not Applicable	7500.00
220120	BGSL 03 01 NB G WOD	3W recessed spotlight - Narrow beam Green	Not Applicable	7500.00
220121	BGSL 03 01 NB B WOD	3W recessed spotlight - Narrow beam Blue	Not Applicable	7500.00
220122	BGSL 03 01 NB WW WOD	3W recessed spotlight - Narrow beam Warm White	Not Applicable	7500.00
220123	BGSL 03 01 NB WH WOD	3W recessed spotlight - Narrow beam White	Not Applicable	7500.00
220124	BGSL 03 01 WB R WOD	3W recessed spotlight - Wide beam Red	Not Applicable	7500.00
220125	BGSL 03 01 WB G WOD	3W recessed spotlight - Wide beam Green	Not Applicable	7500.00
220126	BGSL 03 01 WB B WOD	3W recessed spotlight - Wide beam Blue	Not Applicable	7500.00
220127	BGSL 03 01 WB WW WOD	3W recessed spotlight - Wide beam Warm White	Not Applicable	7500.00
220128	BGSL 03 01 WB WH WOD	3W recessed spotlight - Wide beam White	Not Applicable	7500.00
220129	BGSL 03 01 NB RGB WOD	3W recessed spotlight - Narrow beam RGB	Not Applicable	9000.00
220130	BGSL 03 01 WB RGB WOD	3W recessed spotlight - Wide beam RGB	Not Applicable	9000.00
220131	BGSL 07 01 NB R	7W recessed spotlight - Narrow beam Red	Not Applicable	16000.00
220132	BGSL 07 01 NB G	7W recessed spotlight - Narrow beam Green	Not Applicable	16000.00
220133	BGSL 07 01 NB B	7W recessed spotlight - Narrow beam Blue	Not Applicable	16000.00
220134	BGSL 07 01 NB WW	7W recessed spotlight - Narrow beam Warm White	Not Applicable	16000.00
220135	BGSL 07 01 NB WH	7W recessed spotlight - Narrow beam White	Not Applicable	16000.00
220136	BGSL 07 01 WB R	7W recessed spotlight - Wide beam Red	Not Applicable	16000.00
220137	BGSL 07 01 WB G	7W recessed spotlight - Wide beam Green	Not Applicable	16000.00
220138	BGSL 07 01 WB B	7W recessed spotlight - Wide beam Blue	Not Applicable	16000.00
220139	BGSL 07 01 WB WW	7W recessed spotlight - Wide beam Warm White	Not Applicable	16000.00
220140	BGSL 07 01 WB WH	7W recessed spotlight - Wide beam White	Not Applicable	16000.00
220141	BGSL 07 03 NB R	21W recessed spotlight - Narrow beam Red	Not Applicable	22000.00
220142	BGSL 07 03 NB G	21W recessed spotlight - Narrow beam Green	Not Applicable	22000.00
220143	BGSL 07 03 NB B	21W recessed spotlight - Narrow beam Blue	Not Applicable	22000.00
220144	BGSL 07 03 NB WW	21W recessed spotlight - Narrow beam Warm White	Not Applicable	22000.00
220145	BGSL 07 03 NB WH	21W recessed spotlight - Narrow beam White	Not Applicable	22000.00
220146	BGSL 07 03 WB R	21W recessed spotlight - Wide beam Red	Not Applicable	22000.00
220147	BGSL 07 03 WB G	21W recessed spotlight - Wide beam Green	Not Applicable	22000.00
220148	BGSL 07 03 WB B	21W recessed spotlight - Wide beam Blue	Not Applicable	22000.00
220149	BGSL 07 03 WB WW	21W recessed spotlight - Wide beam Warm White	Not Applicable	22000.00
220150	BGSL 07 03 WB WH	21W recessed spotlight - Wide beam White	Not Applicable	22000.00
220151	BGSL 05 03 NB RGB WOD	15W recessed spotlight - Narrow beam RGB	Not Applicable	27000.00
220152	BGSL 05 03 WB RGB WOD	15W recessed spotlight - Wide beam RGB	Not Applicable	27000.00
220153	BGST 01 01 R WOD	1W wall recess mounted spotlight - Red	Not Applicable	2400.00
220154	BGST 01 01 G WOD	1W wall recess mounted spotlight - Green	Not Applicable	2400.00
220155	BGST 01 01 B WOD	1W wall recess mounted spotlight - Blue	Not Applicable	2400.00
220156	BGST 01 01 WW WOD	1W wall recess mounted spotlight - Warm White	Not Applicable	2400.00
220157	BGST 01 01 WH WOD	1W wall recess mounted spotlight - White	Not Applicable	2400.00

GENERAL NOTES :

- Due to our continuous efforts in developing products, improvement - Bajaj Electricals Limited reserves the right to make changes in the design and data without any prior notice.
- All the prices are with effective from 20th August, 2007.
- Prices are exclusive of VAT, Octroi and other Govt. levy which shall be charged extra as applicable.
- Dealers may sell at prices lower than the list price.
- Dispute of any will be subject to Mumbai jurisdiction only.
- Use superimposed ignitor for double ended metal halide lamp luminaires.
- Installation Photographs are indicative only.

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