

## **Bajaj Electricals continues to 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~

**Pune, June 08, 2016:** Supported by world class LED lighting systems for commercial and the industrial segments, the Lighting segment of Bajaj Electricals Limited has ended FY 2015-16 on a high note with the total revenue of close to Rs. 1100 Cr, a growth of 17.2%.

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 **today** at Le Méridien, Pune. 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, energy efficiency controlling HVAC/Lighting/Utilities of buildings is taking prominence. Bajaj Electricals 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), VAV boxes 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 in Pune market, Bajaj Electricals meets the energy saving needs of the companies which operate 24x7. Currently, Bajaj provides such products and services to corporates like **Mondelez (Cadbury), Bajaj Auto R&D Center, Cummins India Ltd, TATA Motors, Sandvik Asia, Bharat Forge, Saint Gobain, DSM Plastics, Garware Polyster, Chitale Dairy, Godrej, Bharat Electronics Ltd, Serum Institutes, Fresenius Kabi, Thermax, Goodyear Tyres, PWD, Northern Trust Bank, Panchshil Group, MIT Hospital, Persistent, SQS, Islampur Medical College, Lupin Ltd, Metro Finance and TATA Finance.**

**R Sundararajan, President - Luminaires BU - Bajaj Electricals Limited (BEL) and Director - 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 on 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. Bajaj has provided Solar solutions to corporates like **Reliance, CEAT, Mondelez and Godrej in certain parts of Maharashtra.**

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 landmark buildings and large campus in Pune to name a few – **WTC Pune, Cosmos Bank HQ, Rahejas CommerZone Bldg 5 – SEZ, Market City , Synchron Datacenter, PSEPL –Pune Toll Naka, Blueridges –Paranjape , Renishaw, Vodafone, Cummins , Shindler, Emcure , Mercedes & Bajaj IT park along with Bajaj Finance and Bajaj Auto.**

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.