VOL.7 Issue 2

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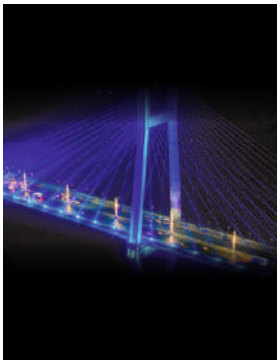
CONTENTS



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Significant Opportunities Emerging in New FY

As we embark on a new financial year, the Indian lighting industry is poised to capitalize on the burgeoning market demand driven by robust infrastructure expansion, the proliferation of commercial spaces, and the surge in industrial projects. This growth is underpinned by a projected acceleration in India's economic growth during the fourth quarter of FY25, fueled by sustained government capital expenditure (CAPEX) and a resurgence in consumption, now accurately estimated at 60% of India's GDP. This resurgence is driven by strengthening rural demand, supported by improved agricultural incomes and government rural development schemes, and a revitalized urban consumption pattern, fueled by rising disposable incomes and consumer confidence.

The implementation of the new Income Tax Regime is anticipated to stimulate household consumption, savings, and investment, further bolstering economic momentum. The Reserve Bank of India's (RBI) continued accommodative stance, including strategic rate adjustments, liquidity management, and regulatory refinements, is designed to foster credit growth. However, the global economic landscape remains fraught with challenges, including persistent tariff disputes and escalating geopolitical tensions that could potentially impede the pace of India's economic recovery.

Despite these challenges, significant opportunities are emerging. The recent high-level visit of the European Union Commission has yielded promising discussions, setting the stage for a potential Free Trade Agreement (FTA) by year-end. Similarly, the anticipated conclusion of the FTA with the United Kingdom is poised to further enhance India's export potential. ELCOMA, through its dedicated Industrial Working Group members, continues to work closely with the Ministry of Commerce and prominent industry bodies such as FICCI and CII, ensuring the inclusion of LED lighting products and solutions in trade agreements and policy frameworks, thereby promoting the growth and competitiveness of the sector.

Furthermore, driven by the Indian government's intensified focus on doubling energy efficiency and establishing a domestic carbon credit market, we anticipate a significant surge in demand for high-efficiency LED lighting and smart, connected lighting solutions. The lighting industry is strategically positioned to support India's commitment to achieving Net Zero by 2070 and reducing the economy's energy intensity.

As we commemorate the seventh anniversary of this magazine, we extend our heartfelt gratitude to all our esteemed members and valued readers. We encourage you to continue sharing your insightful articles and industry perspectives, fostering knowledge dissemination and driving innovation within the lighting industry.

We wish you all a prosperous and successful financial year 2025-26.

AMAL SENGUPTA
Secretary General
ELCOMA

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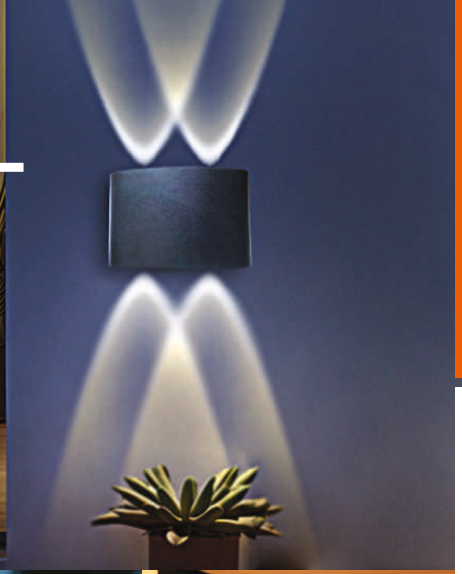

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Sustainability is the Way Forward

Dear Members

As we step into the new financial year, it is my pleasure to highlight the key developments that unfolded in the lighting industry over the past year and how they will impact India's economy going forward. According to a research run by market research firm, IMARC Group, the LED lighting market alone is expected to reach US$ 23.2 billion by 2032, at a growth rate (CAGR) of 20.4 percent during 2024-2032. With consumers and businesses seeking eco-friendly and connected lighting solutions, the way forward is sustainability.

Most economists are of the opinion that the worst of the economic slowdown is behind us, further anticipating a strong rural economy, reduced household inflation, and a surge in discretionary spending. These factors will support demand-driven growth and increased capital expenditure. The International Monetary Fund's recent forecast places India's growth at 6.5% for both the current and upcoming fiscal years, underpinned by robust domestic demand and strategic policy measures. The lighting industry is poised to play a vital role in this growth, driven by technological advancements and consumer preferences.

On the global front, the new U.S. administration and concerns over tariff escalations present both challenges and opportunities. A focus on reducing trade deficits could lead to increased tariffs on Indian exports, potentially impacting the industry. Furthermore, recent developments in the Line of Actual Control (LAC) disengagement could signal a shift in India-China trade relations, influencing the global economy and supply chains.

While the national and global dynamics continue to play a key role, ELCOMA remains committed to raising product specifications and standards to ensure world-class manufacturing, bringing an emphasis on research and development. Focused on innovation, our aim will be to drive enhanced innovation and quality in the lighting industry. Building on the success of our last conference in November 2024, we are actively engaging with the Bureau of Indian Standards (BIS) and participating in IEC meetings and exhibitions planned in Delhi in September 2025.

Furthermore, 'Make in India' continues to be a key focus, as ELCOMA continues to contribute to Make in India and is keenly watching the progress in the field of semiconductor manufacturing. Additionally, we are working closely with the government and larger industry associations to assess and contribute to the upcoming Free Trade Agreements (FTAs), ensuring that they align with the industry's long-term objectives.

I am also pleased to acknowledge the growing importance and impact of our in-house magazine, IllumiNation, which continues to enrich our fraternity with insightful and relevant content. I would encourage all members to contribute to this magazine by sharing articles on illumination projects, Tech Corner, and CSR initiatives, among others.

Looking ahead, the lighting industry must embrace evolving consumer demands, particularly in the development of smart lighting solutions integrated with AI technology. These innovations will redefine residential and commercial lighting, making spaces more energy-efficient and intelligent. As we embark on this new fiscal year, I am confident that our industry will continue to scale greater heights.

PARAG BHATNAGAR
President
ELCOMA

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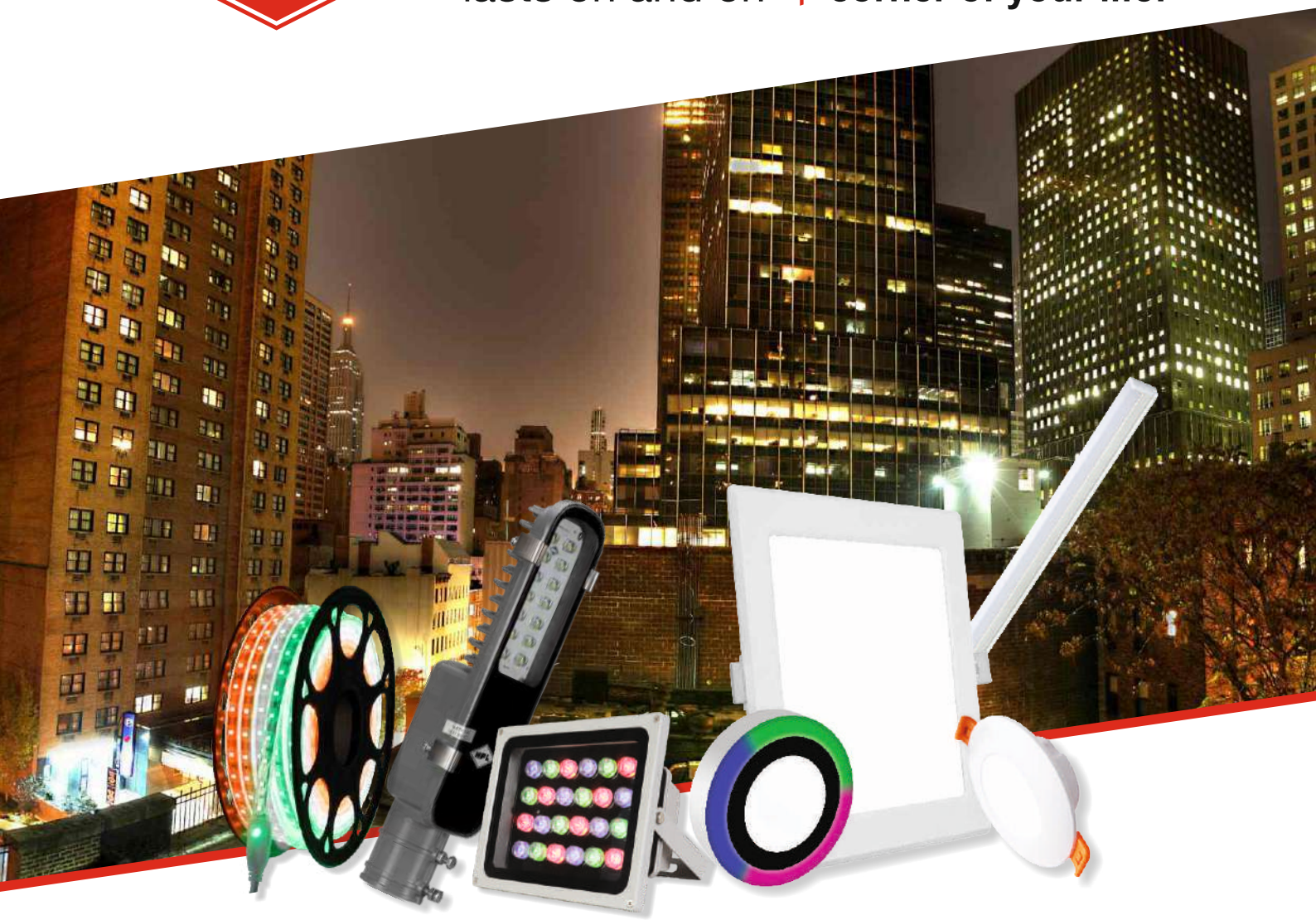

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Helping Customers Reimagine Their Spaces with Innovative Smart Lighting

Illumination in conversation with Mr Ravindra Singh Negi, Managing Director and CEO, Orient Electric on how he is transforming the company into a leader in innovative, consumer-centric lighting solutions

You have a long experience of more than three decades in the Fast-Moving Electrical Goods (FMEG) and Telecom sectors. How has this experience helped you drive the lighting business at Orient Electric?

Having worked extensively in the Fast-Moving Electrical Goods (FMEG) and Telecom sectors, I have gained deep insights into evolving consumer needs, rapid technological advancements, and the importance of distribution efficiency. The dynamic nature of these industries has ingrained in me the ability to anticipate market shifts, adapt swiftly to changing consumer behaviours, and drive innovation-led growth.

In the lighting space, we are witnessing a significant transformation driven by the widespread adoption of LEDs, smart lighting solutions, and a growing emphasis on energy efficiency. My experience in the telecom sector, particularly with digital connectivity and IoT-driven solutions, has been invaluable in understanding how intelligent lighting can enhance modern living and working environments.

At Orient Electric, we are leveraging these insights to position ourselves as a leader in innovative, consumer-centric lighting solutions. Our vision is to make lighting not just functional but also a transformative experience, offering aesthetics, comfort, and energy savings through cutting-edge technology.

What is the future roadmap for Orient Electric in the lighting space?

The lighting industry is evolving rapidly, driven by advancements in LED technology, increasing adoption of smart lighting, and a shift towards energy-efficient solutions. At Orient Electric, we have fully embraced LED technology, reinforcing our commitment to sustainability and innovation.

Looking ahead, our roadmap for the lighting business is structured around three key pillars:

Smart and Connected Lighting – We are expanding our portfolio with IoT-enabled, voice-controlled lighting solutions, along with app-based personalisation. These innovations cater to the growing demand for convenience and energy efficiency in both residential and commercial spaces.

Architectural and Professional Lighting Solutions – In the professional segment, we are strengthening our offerings in façade and city beautification lighting. With increased urban development and government-led smart city initiatives, we see tremendous potential in decorative and functional outdoor lighting.

Consumer-Centric Innovations - Every product we create is thoughtfully designed to enhance the comfort, convenience, and lifestyle of our consumers. Our EyeLuv range, equipped with flicker-control technology, continues to gain popularity, and we are committed to enhancing user experience through thoughtful innovation.

The country's GDP is projected by RBI as 6.7% for 2025 and India aims to be the third largest economy globally by 2027. How will the lighting industry contribute to India's economic growth in the coming years?

The lighting industry plays a crucial role in driving energy efficiency, reducing operational costs across sectors, and supporting the country's infrastructure growth.

Here are a few ways in which the lighting industry continues to contribute to India's economic expansion:

Domestic Manufacturing & Employment Generation – The government's Production-Linked Incentive (PLI) scheme and the "Make in India" initiative have strengthened local manufacturing, reducing dependency on imports and creating job opportunities across the supply chain.

Export Potential & Global Standards Alignment – Indian lighting manufacturers are increasingly aligning with international standards, which boosts export competitiveness and positions India as a key player in the global lighting market.

Energy Savings & Cost Reduction – The shift to LED lighting has significantly reduced electricity consumption across households, commercial buildings, and industries. This directly translates into lower energy costs and enhanced efficiency for businesses.

Overall, with continued investment in technology and regulatory support, the lighting sector will remain a significant contributor to India's growth story, aligning with the country's vision of becoming the third-largest economy by 2027.

As per feedback from our members, we get to learn on the challenges faced in the consumer sales. What is your opinion on how such challenges can be handled?

Consumer sales in the lighting sector face challenges such as price sensitivity, lack of awareness about high-quality lighting, and the influx of low-quality, non-compliant products in the market. At Orient Electric, we address these issues by:

Offering Value-Driven Innovations – Our IoT-enabled, voice-controlled lighting solutions provide superior functionality and efficiency, ensuring that consumers get long-term savings and durability.

Strengthening Distribution & Retail Engagement – Expanding our retail footprint and enhancing consumer touchpoints through digital campaigns and experiential marketing.

Educating Consumers on Quality & Standards – Raising awareness about Bureau of Indian Standards (BIS) certified products and the long-term benefits of high-quality lighting.

By focusing on these areas, we can enhance consumer trust and drive long-term industry growth.

Do you support the need to enhance the specifications of Indian Standards on lighting products and the need to increase threshold limits of Compliance requirements?

Absolutely. Strengthening Indian standards and compliance requirements is essential for ensuring product quality, consumer safety, and long-term industry credibility.

Addressing Low-Quality & Counterfeit Products – Many cheap and non-compliant LED products flood the market, undermining consumer trust. Stricter enforcement of BIS certification and the Compulsory Registration Scheme (CRS) is necessary to eliminate substandard products.

Aligning with Global Standards – Higher efficiency ratings, stricter testing protocols, and international alignment will not only enhance domestic quality but also improve export potential.

Promoting Energy Efficiency – Supporting initiatives like the Bureau of Energy Efficiency (BEE) star rating will help consumers make informed choices while reducing overall electricity consumption.

By collectively advocating for these measures, the industry can drive higher quality, innovation, and consumer satisfaction.

How is Orient Electric addressing the opportunity in Connected & Intelligent Lighting space?

At Orient Electric, we are embracing the future of lighting with a strong focus on superior energy efficiency, and smart functionalities, aligning with the lifestyle & tech needs of our consumers, in turn enhancing the modern living experiences.

Key initiatives include:

Innovative Smart Lighting Products – Orient Electric continues to push boundaries with Wi-Fi-enabled LED bulbs, Mood Lights, and Flicker-Control technology enabled EyeLuv range, catering to the growing trend of home automation and personalized lighting experiences. With an app-based ecosystem, followed by voice-controlled, IoT-enabled lighting solutions, we are ensuring that intelligent lighting becomes an integral part of contemporary living.

Consumer Awareness & Digital Engagement - A key aspect of our strategy is creating awareness around the transformative power of lighting in shaping spaces, moods, and everyday experiences. Our last campaign, "Thoughtfully Curated Lights for Your Home," exemplifies this by highlighting how the right lighting can enhance ambiance, well-being, and functionality in a home.

Through an immersive digital-first approach, we are engaging with consumers across multiple platforms, including YouTube, Meta, Inshorts, and Connected TV platforms, ensuring that our message reaches the right audience.

Through a combination of technological innovation and a sharp consumer focus, we are not just selling lighting solutions—we are shaping experiences, enhancing comfort, and helping customers reimagine their spaces with light. We see smart lighting as the future and are committed to making these technologies accessible, user-friendly, and impactful.

The new ELCOMA Board in its vision 2024-26 has the priority to focus on industry Growth & Compliance. Please let us know your thoughts on areas that the working group need to work to achieve the growth as mentioned by you in the previous question?

The ELCOMA Board's focus on industry growth and compliance aligns with India's vision of becoming a global manufacturing hub. To achieve the projected double-digit CAGR growth in the lighting industry, the working group should prioritize the following areas:

Strengthening Regulatory Frameworks

- Enforce stricter BIS compliance and anti-counterfeit measures to curb low-quality imports.

- Align Indian standards with global benchmarks to boost exports and attract foreign investments.

Promoting R&D and Technology Adoption

- Invest in smart lighting, Li-Fi, consumer-centric lighting, and solar-integrated solutions.

- Encourage industry-academia collaborations to drive innovation in energy-efficient and IoT-based lighting.

Enhancing Domestic Manufacturing & Supply Chain

- Expand the PLI scheme to cover semiconductors, advanced LED components, and smart lighting controllers.

- Strengthen the local supply chain to reduce dependency on imports.

Consumer & Market Development Initiatives

- Raise awareness about energy-efficient lighting and long-term savings with high-quality products.

- Support initiatives like city beautification projects, smart city lighting, and industrial LED adoption.

By focusing on these pillars, ELCOMA can accelerate industry growth, strengthen India's manufacturing ecosystem, and reinforce India's position as a leader in sustainable lighting solutions.

You have actively represented the industry on various platforms and served as the former Chairman of the Indian Fans Manufacturers Association (IFMA). Given this

experience, please suggest what support ELCOMA may seek from larger industry bodies like CII, FICCI.

ELCOMA's collaboration with CII and FICCI will be instrumental in scaling up India's lighting industry through policy advocacy, manufacturing expansion, and global market positioning.

Key Areas of Collaboration:

Policy Advocacy & Government Engagement

- Lower GST on Smart & Energy-Efficient Lighting – Advocating for reduced tax slabs to encourage adoption.

- Regulating Low-Quality Imports – Strengthening BIS enforcement to prevent non-compliant products from flooding the market.

Boosting Domestic Manufacturing & Exports

- Strengthen India's position as a global lighting hub by participating in international trade expos.

- Promote "Made in India" branding to enhance the country's reputation in smart lighting.

Financial & MSME Support

- Work with FICCI to ensure low-interest financing and subsidies for MSMEs in the lighting sector.

- Secure funding support for LED chip, driver, and semiconductor manufacturers.

Workforce Training & Skill Development

- Partner with CII Skill Development Council to create lighting industry-specific training programs.

- Promote women's participation in lighting assembly and solar lighting enterprises.

Through these strategic collaborations, ELCOMA can strengthen the industry's growth trajectory, enhance global competitiveness, and create long-term sustainability.

What are the three things you would like to advise ELCOMA to do by which it will serve the industry and the consumers?

To drive industry growth and enhance consumer experiences, ELCOMA should focus on:

Strengthening Industry Standards & Consumer Awareness

- Crack Down on Counterfeit Lighting Products – Collaborate with enforcement agencies to remove substandard, fake LED products from the market.

- Enhance Compliance Regulations – Ensure products meet global efficiency benchmarks to boost exports and consumer trust.

Boosting Domestic Manufacturing & Innovation

- Expand PLI Scheme to cover advanced lighting components, IoT-integrated solutions, and Li-Fi technology.

- Establish an Industry-Led R&D Fund for next-gen lighting technologies like human-centric lighting and AI-driven solutions.

Advocating for Sustainability & Energy Efficiency

- Expand the UJALA Program to increase LED penetration in rural areas and promote solar-powered lighting solutions.

- Encourage Circular Economy Practices – Introduce LED recycling initiatives to minimize electronic waste.

By prioritizing these areas, ELCOMA can position India as a global leader in lighting technology while enhancing consumer trust and industry credibility.

ELCOMA plans to hold conferences twice a year. What are your thoughts on holding such conferences in future will benefit the lighting industry?

ELCOMA's initiative to host bi-annual conferences is a strategic move that will foster collaboration, innovation, and policy advocacy.

Key Benefits of Regular Industry Conferences:

Driving Industry Growth & Policy Advocacy

- Engage with government policymakers to advocate for PLI expansion, GST rationalization, and stronger quality regulations.

- Address industry challenges like supply chain disruptions, pricing pressures, and import dependency.

Showcasing Innovation & Emerging Technologies

- Feature smart & connected lighting, Li-Fi, and AI-driven solutions to keep India at the forefront of global trends.

- Encourage collaboration between research institutions, startups, and manufacturers to drive new innovations.

Strengthening Industry Networking & Business Growth

- Build partnerships between lighting companies, real estate developers, and smart city planners

- Explore export opportunities through engagement with international trade delegations.

By bringing together key stakeholders, these conferences will play a crucial role in shaping the future of India's lighting industry and enhancing its global standing.

IN A LIGHTER VEIN

How do you pass your free time in weekends?
Formula 1 racing

What are your hobbies?
Photography

What is your favourite food?
Indian cuisine

INTERVIEWED BY ILLUMINATION EDITORIAL TEAM

Standards and Regulations Update

A: Implementation of QR codes on LED lamp under the S&L Program:

As per BEE advisory dated 16 Dec 2024, QR code has been implemented from 1 March 2025 for all LED Lamps. While scanning the QR code, the information that should be displayed must include Brand Name, Model No. or Name, Year, Star Label, Valid till Date, Lumen Efficacy and Rated Power.

For LED Lamps upto 5W, the Model name and star ratings must be displayed on the lamp itself, while the QR Code should be placed on the packaging. In such cases, lamps of upto 5W will not have QR code printed on the product.

B: Update on ET23 committee meeting:

S. No	Indian Standard	Status update
1.	Revision of IS 15885 (Part 1): 2011 Safety of Lamp Control gear Part 1 General Requirements	The adoption of IEC 61347-1: 2015 'Lamp control gear- Part 1: General and safety requirements' as Indian Standard is approved
2.	IS 15885: Part 2: Sec 13: 2012 Safety of lamp control gear: Part 2 Particular requirements: Sec 13 D.C. or A.C. supplied electronic control gear for LED modules	The adoption of IEC 61347-2-13: 2015 'Control gear for electric light sources- Safety- Part 2-13: Particular requirements- Electronic control gear for LED light sources' as Indian Standard is approved.
3.	IS 16102 (Part 1): 2012 Self – Ballasted LED Lamps for General Lighting Services Part1 Safety Requirements	In Process for Printing
4.	IS 16102 (Part 2): 2017 Self – Ballasted LED Lamps for General Lighting Services Part 2 Performance Requirements	
5.	IS 16103 (Part 1): 2012 LED Modules for General Lighting Part 1 Safety Requirements	In Process for Printing
6.	IS 16103 (Part 2):2012 LED modules for general lighting Part 2 Performance requirements	
7.	IS 16614 (Part1) Double- Capped LED Linear Lamps Part 1 Safety Requirements	In Process for Printing
8.	IS 16614 (Part 2) Double-Capped LED Linear lamps Part 1 Performance Requirement	

C: Update on APS by BIS:

BIS is working on the annual program on standards (APS) and have requested inputs to formulate relevant standards and/or revisions in existing standards (If required), to align them with global standards, from different stakeholders / ministries / industry / academia and associations. ELCOMA technical committee found that a few lighting standards were either very old or not aligned with the latest IEC standards. These standards were already in discussion in different technical committees and ELCOMA technical committee has requested BIS to accelerate it.

S. No	Indian Standard	Rationale (in brief)
1.	IS 10322 (Part 1 and the rest of series)	The IEC standard has undergone substantial revisions compared to the corresponding Indian Standard (IS) and is now the prevalent standard for international compliance and testing. Therefore, harmonization with the latest IEC standard is essential for optimizing product development costs and facilitating access to both Indian and global markets.
2.	IS 16102 Part 1 & 2	
3.	IS 16103 Part 1 & 2	
4.	IS 15885 Part 1; IS 15885-2-13	
5.	IS 3646	Globally, lighting application standards for indoor and outdoor usage have advanced significantly, aligning with newer technologies and increased knowledge regarding the interaction of light with human health and well-being, as well as the impact of outdoor lighting on ecology and the environment. However, Indian standards, which have not been revised for decades, urgently require updating.
6.	IS 1944	
7.	IS 16107 Series	IS standards are quite old as compared to IEC and have not been harmonized with the latest standards.
8.	IS 16104	

AUTHOR: SANTOSH AGNIHOTRI (CHAIRPERSON, ELCOMA TECHNICAL COMMITTEE) AND GENERAL MANAGER- QUALITY & TECHNICAL, ORIENT ELECTRIC LIMITED

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- High Efficacy

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Convergence of IoT, AI, and data analytics is enabling intelligent, connected, and personalized Lighting Solutions

Illumination chats with Shankar Narayanan V, Head of Offer Management-Consumer Business, Signify, Greater India

Could you share a bit about your journey at Signify? What aspects of your role excite you the most?

My journey at Signify has been a fascinating roller-coaster ride, filled with numerous learning opportunities and transformative experiences. I have had the privilege of witnessing and being a part of the company's transition from conventional lighting technologies like CFL to more advanced ones like LED and now smart lighting. This pace of change is exhilarating, and it keeps me on my toes, constantly pushing me to adapt and devise strategies to effectively manage these changes.

How does your leadership style contribute to fostering innovation and creativity within the consumer business?

I believe in fostering an environment that encourages open dialogue, and inquisitiveness and challenges the status quo. I firmly believe that innovation and creativity thrive in spaces where diverse ideas are welcomed and encouraged. I always encourage my team to think outside the box and approach problems from different perspectives. This culture of doing things differently has driven innovation within our consumer business.

How does Signify's global vision and strategy translate into the Indian market, and what are the unique challenges and opportunities

presented by the Indian context?

Signify's global vision of #BrighterLivesBetterWord and strategy are centered around innovation, sustainability, and delivering exceptional value to our customers. In the Indian context, this translates into developing cutting-edge, energy-efficient lighting solutions that cater to the unique needs and preferences of Indian consumers. The Indian market presents its own set of challenges, such as price sensitivity and diverse consumer preferences, but it also offers immense opportunities given its size and growing awareness about the benefits of energy-efficient lighting.

What are the key challenges and opportunities you see in leading the consumer business in the Indian market?

The key challenges in leading the consumer business in the Indian market include navigating the price-sensitive nature of the market, dealing with intense competition, and managing diverse consumer preferences across different regions. However, the opportunities are equally exciting. With increasing urbanization, rising disposable incomes, and growing awareness about energy efficiency, there is a huge potential for growth in the Indian lighting market.

What are some of the key trends driving product innovation in the consumer lighting space in India?

The Indian consumer lighting space is currently being shaped by several powerful trends, each influencing the direction of product innovation. First, there's a strong movement towards smart and connected lighting. Consumers are increasingly seeking lighting solutions that offer convenience, control, and personalization through smartphone apps, voice assistants, and integration with other smart home devices. This goes beyond simple on/off functionality; it's about creating dynamic lighting scenes, automating schedules, and optimizing energy consumption. Second, sustainability is no longer a niche concern but a mainstream value. Consumers are actively seeking energy-efficient LED lighting and are drawn to products with eco-friendly packaging and circular economy practices. Third, human-centric lighting is gaining traction as awareness grows about the impact of light on well-being. Consumers are looking for lighting solutions that can enhance mood, productivity, and sleep quality by mimicking natural daylight patterns. Finally, personalization and customization are paramount. Consumers want lighting that reflects their style and preferences, driving demand for customizable lighting solutions with adjustable color temperatures, dimming options, and unique designs.

How does Signify balance the need for innovative, cutting-edge products with the demands of the Indian market, which often prioritizes affordability and practicality?

Balancing innovation with practicality in the Indian market is a core strategic challenge that Signify addresses through a multi-pronged approach. We leverage our global R&D capabilities to develop cutting-edge technologies, but we also focus on optimizing our manufacturing processes and supply chains to reduce costs. This allows us to offer innovative products at competitive price points. For example, our Wiz range provides energy-efficient LED lighting solutions at accessible prices, making sustainable lighting a practical choice for a wider range of consumers. We also prioritize durability and reliability in our product design, ensuring that our lighting solutions offer long-term value and minimize the need for frequent replacements. Furthermore, we understand the importance of local adaptation. Our R&D teams in India work closely with our marketing and sales teams to understand the specific needs and preferences of Indian consumers, ensuring that our products are innovative relevant, and practical for the local market.

Can you discuss the role of user research and feedback in the product development process? How do you ensure that the voice of the Indian consumer is heard throughout the development cycle?

User research and feedback are integral to Signify's product development process. We believe that understanding the needs and preferences of our customers is essential for creating successful and relevant lighting solutions. We employ a variety of methods to gather user insights, including surveys, focus groups, in-depth interviews, and online feedback platforms. To ensure that the voice of the Indian consumer is heard throughout the development cycle, we conduct extensive market research in India to understand the specific needs and preferences of local consumers. We also involve Indian consumers in the early stages of product development through co-creation workshops and usability testing. Furthermore, we have established local R&D teams in India that are dedicated to developing products that are tailored to the Indian market. We also actively monitor social media and online forums to gather feedback from Indian consumers and address any concerns or issues they may have.

How does Signify leverage its global R&D capabilities to develop products specifically tailored to the Indian market?

Signify's global R&D capabilities are a significant asset in developing products specifically tailored to the Indian market. We have established R&D centers around the world, that work collaboratively to develop innovative lighting solutions. Our global R&D teams share knowledge and expertise, allowing us to leverage the latest technologies and best practices from around the world. However, we also recognize the importance of local adaptation. Our R&D teams in India work closely with our marketing and sales teams to understand the specific

needs and preferences of Indian consumers. This collaboration allows us to design and develop products that meet these specific requirements, such as energy-efficient lighting solutions that are affordable and durable, or smart lighting systems that are compatible with local infrastructure. For example, our Ecolink range of energy-efficient fans was designed specifically for the Indian market, taking into account local climate conditions and consumer preferences.

What role does technology play in shaping the future of consumer lighting products?

Technology is playing a transformative role in shaping the future of consumer lighting products. The convergence of IoT, AI, and data analytics is enabling us to create lighting solutions that are more intelligent, connected, and personalized than ever before. IoT-enabled lighting systems can be controlled remotely through smartphone apps or voice assistants, allowing consumers to customize their lighting experience and automate lighting schedules. AI and machine learning can be used to analyze user behavior and preferences, creating personalized lighting scenes that optimize mood, productivity, and sleep quality. Data analytics can be used to monitor energy consumption and identify opportunities for energy savings. Furthermore, technology is enabling us to create lighting solutions that are more sustainable and environmentally friendly. For example, LED lighting is significantly more energy-efficient than traditional lighting technologies, and solar-powered lighting systems are becoming increasingly popular.

How are consumer preferences and behaviors evolving in the Indian lighting market?

Consumer preferences and behaviors in the Indian lighting market are evolving rapidly, driven by factors such as increasing urbanization, rising disposable incomes, and growing awareness about energy efficiency and sustainability. Today's consumers are more informed and discerning than ever before. They are seeking lighting solutions that offer a combination of style, functionality, and value. There is a growing demand for energy-efficient LED lighting, as consumers are becoming more aware of the long-term cost savings and environmental benefits. Smart lighting is also gaining traction, as consumers are looking for ways to automate their homes and control their lighting remotely. Furthermore, there is a growing emphasis on aesthetics, with consumers seeking lighting solutions that complement their home décor and create a desired ambiance.

What are the key factors influencing consumer purchasing decisions regarding lighting products?

Several key factors influence consumer purchasing decisions regarding lighting products in India. Price remains a significant consideration, particularly for budget-conscious consumers. However, consumers are also increasingly willing to pay a premium for higher-quality products that offer better performance, durability, and energy efficiency. Energy efficiency is another important factor, as consumers are becoming more aware of the long-term cost savings and environmental benefits of LED lighting. Brand reputation also plays a role, with consumers tending to trust established brands that have a track record of delivering high-quality products. Aesthetics are also important, as consumers are seeking lighting solutions that complement their home décor and create a desired ambiance. Finally, smart features are becoming increasingly influential, as consumers are looking for ways to automate their homes and control their lighting remotely.

How does Signify integrate market insights and consumer feedback into its product development and marketing strategies?

Signify integrates market insights and consumer feedback into its product development and marketing strategies through a variety of channels. We conduct regular market research studies to understand the evolving needs and preferences of Indian consumers. We also actively solicit feedback from our customers through surveys, online reviews, and social media. This feedback is then used to inform our product development decisions, ensuring that our lighting solutions meet the specific needs of the Indian market. We also use market insights to develop targeted marketing campaigns that resonate with our target audience. For example, we may create campaigns that highlight the energy-saving benefits of LED lighting or showcase the smart features of our connected lighting systems.

IN A LIGHTER VEIN

How do you pass your free time? What are your hobbies?
In my free time, I love catching up on movies and reading. It helps me unwind and relax after a busy day. I find these activities therapeutic, and they help me maintain a good work-life balance.

What is your favourite movie?
My favourite movie is Baahubali. I am amazed by the grandeur and scale of this film.

What is your favourite food?
I enjoy traditional Indian food. At the moment, sarson ka saag is my favourite!

What is your favourite Holiday Destination?
My favourite holiday destination is the Himalayas, especially Uttarakhand. The serene beauty and tranquility of this place are truly captivating.

INTERVIEWED BY ILLUMINATION EDITORIAL TEAM

Lighting Innovations Illuminating the Future

Radhika Opto Electronics Limited has roots dating back almost 4 decades and has come a long way since its humble beginnings. The company started off making conventional lighting fixtures for Crompton Greaves and steadily grew its operations till 2012 where it reached an inflection point with the advent of commercialized LED lights after which the company grew at a rapid pace. We had the foresight to see how disruptive this new technology would be and we decided on capitalizing on this opportunity. Driven by our visionary approach, relentless hard work, exceptional teamwork and uncompromising ethical standards, we constantly added new and innovative products to our portfolio and expanded our customer base to reach all major LED brands of India.

RK

RK Group of Companies

Radhika Opto Electronics Limited	Cromlux Engineers Pvt. Ltd.
R.K. Lighting Pvt. Ltd.	R.K. Global Extrusions LLP

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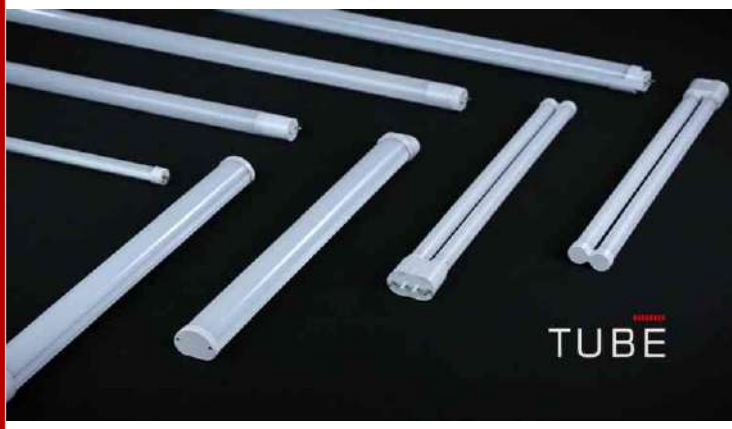
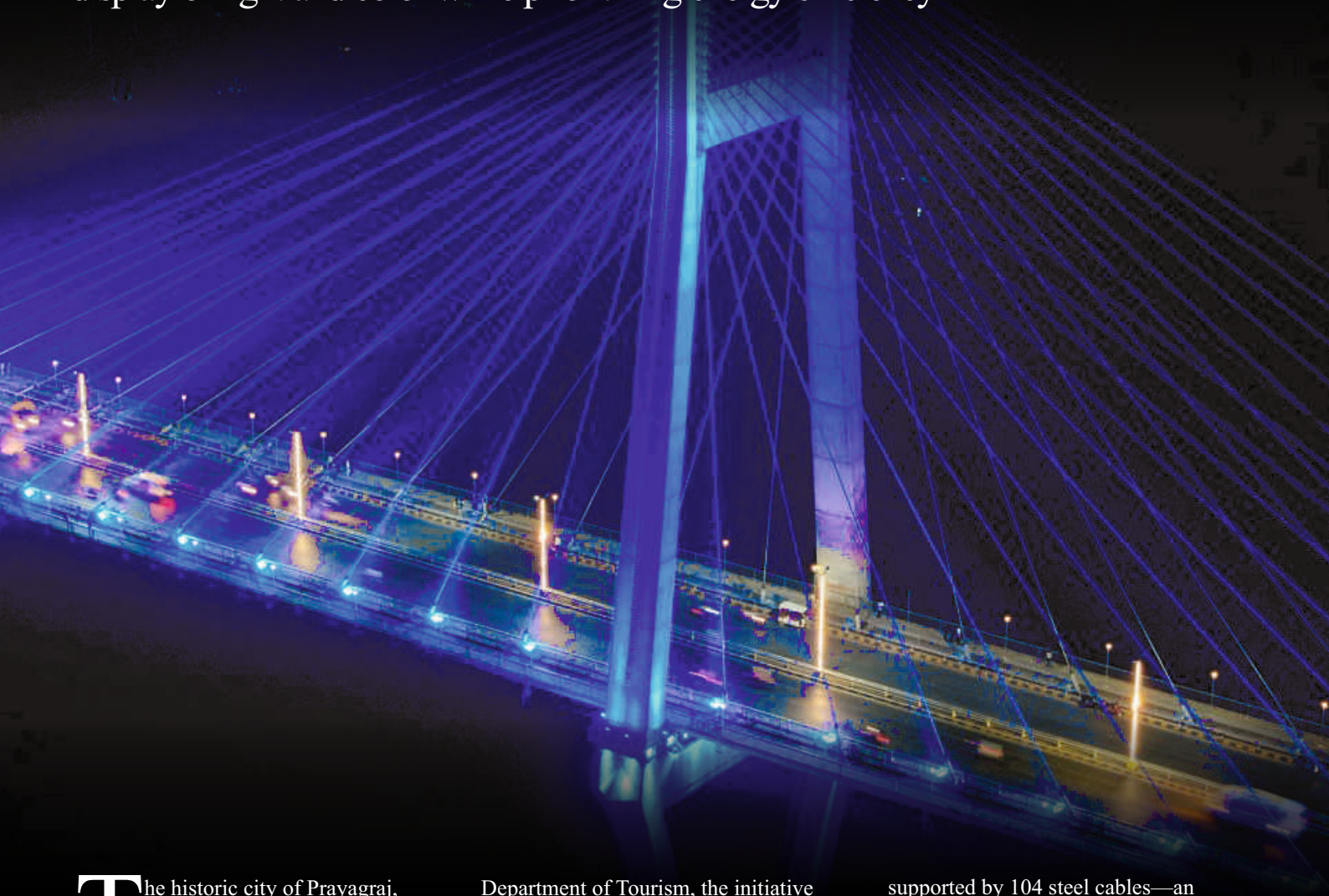


Havells Transforms Naini Bridge at Prayagraj into masterpiece of urban illumination

The Naini Bridge transforms into a dynamic visual experience with a vibrant display of light and color while prioritizing energy efficiency



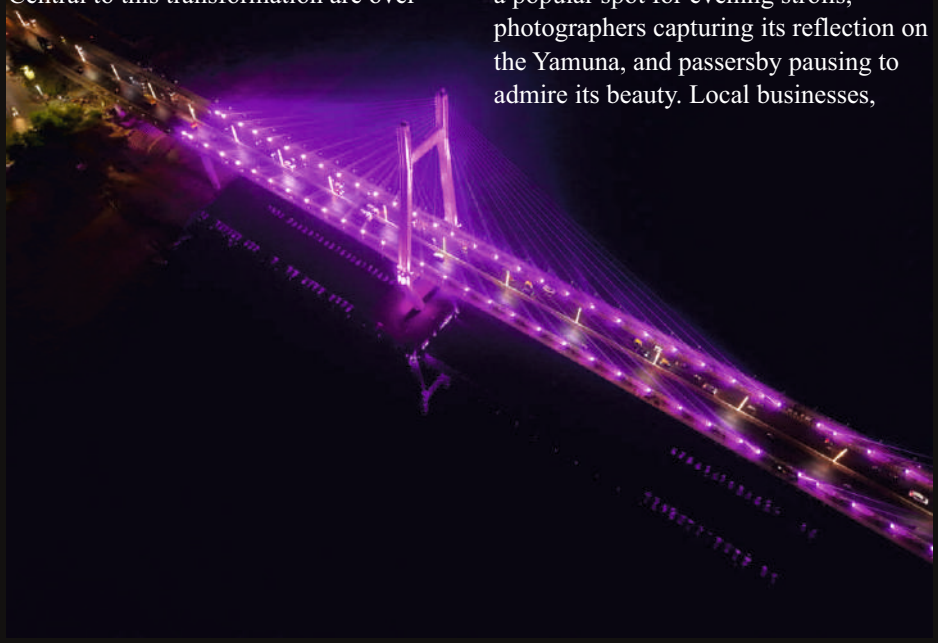
The historic city of Prayagraj, renowned for its rich heritage, now boasts a stunning addition to its skyline—the illuminated Naini Bridge. Havells' innovative façade lighting project has transformed this engineering marvel, already a symbol of modern infrastructure, into a breathtaking spectacle. Executed in collaboration with the Uttar Pradesh Department of Tourism, the initiative seamlessly blends creativity and aesthetics, turning the bridge into a radiant beacon over the Yamuna River.

Constructed in 2004 to alleviate traffic congestion from the aging Old Naini Bridge, this six-lane, cable-stayed structure was India's first of its kind. Spanning an impressive 1,510 meters, it features two towering concrete pylons supported by 104 steel cables—an architectural feat in its own right. While its primary purpose was to enhance connectivity, the bridge's striking design and symmetry have long made it a standout landmark. Now, with its new lighting, it emerges as a masterpiece of urban illumination.

Havells approached the project with a clear vision: to transform the Naini

Bridge into a vibrant display of light and color while prioritizing energy efficiency. The aim was to craft a dynamic visual experience that adapts to various occasions. To achieve this, Havells highlighted key architectural elements. RGBW fixtures trace the steel cables with use of ultra-narrow and narrow beam angle of high powered flood lights, accentuating their elegant geometry. High-powered floodlights at the pylon bases emphasize their commanding height, while sleek linear luminaires beneath the deck add depth and dimension. The result is a captivating, layered lighting effect that ensures the bridge stands out after dark.

Central to this transformation are over 600 state-of-the-art lighting fixtures, including RGBW floodlights, wall washers, and flexible strip lights that are programmable, enabling dynamic color schemes tailored to events and celebrations. During national holidays, the bridge glows in the tricolor of the Indian flag. For festivals like Diwali, Eid, and Christmas, the lighting shifts to reflect the occasion's spirit. Even global awareness campaigns find expression here—pink for breast cancer awareness or blue for World Water Day. Control systems manage these transitions seamlessly, keeping energy use efficient.



The impact of this lighting overhaul is already evident. The bridge has become a popular spot for evening strolls, photographers capturing its reflection on the Yamuna, and passersby pausing to admire its beauty. Local businesses, from riverside tea stalls to hotels, report increased footfall, drawn by the bridge's mesmerizing nighttime allure. It now enhances Prayagraj's character, infusing the city with vibrancy after sunset.

A project of this magnitude presented unique challenges. Havells ensured the lights could endure extreme weather, from scorching summers to heavy monsoons. Energy efficiency remained a priority—advanced LED technology delivers bright, high-quality illumination with minimal power consumption. Careful design choices also minimize glare and light pollution, ensuring the lighting enhances rather than overwhelms.

With Maha Kumbh 2025 attracting millions to Prayagraj, the illuminated Naini Bridge has solidified its status as a symbol of progress and transformation. It demonstrates how thoughtful design and innovation can elevate a city's landscape, leaving a lasting impression. For Havells, this project exemplifies the power of blending technology with creativity. The Naini Bridge no longer merely connects two sides of the river—it connects people to a fresh, vibrant way of experiencing their city, a landmark that brings Prayagraj to life.

AUTHOR: HAVELLS INDIA LIMITED

Orient Electric Installs Special Decorative Poles at Jagannath Puri

The Innovative Special Poles by Orient Electric Ltd. stand tall on Parikrama Path at Jagannath Puri under Puri Parikrama Prakalpa Project.

In an era where architecture and functionality must coexist harmoniously, Orient Electric Ltd. has risen to the occasion with its groundbreaking special decorative pole designed for the Parikrama Path at Jagannath Puri. This unique structure not only embodies the architectural imagination but also boasts the requisite sturdiness to withstand winds of up to 300 km/h.

The Fusion of Art and Science

The special pole represents a remarkable amalgamation of art and science, seamlessly integrating aesthetic appeal with robust engineering. The design enhances the visual allure of the Parikrama Path during the day while transforming the nighttime ambiance into a magical experience. This dual functionality is crucial in a setting as culturally and spiritually significant as Jagannath Puri, where every detail contributes to the overall experience of visitors and devotees alike.

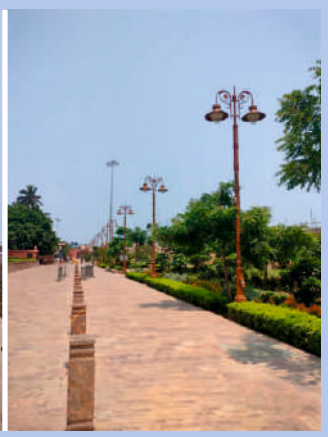
The 6.2 meter Cast Iron Pole is used to mount Decorative Light Fixtures; Cameras; Speakers with its structure stability checked against 300kmph wind speed. The color of the poles (RAL Shade) blends seamlessly with the stone, integrating harmoniously into the ecosystem. This engineering marvel had customized 9 nos. of Castings in 1 pole of 6.2 meter height to meet the architectural aspirations drafted. Each poles weights 380 Kg and required skilled installation team to erect the pole at site. In Total 200 nos. of such Poles have been installed in 6.2 m and 4.2 m (approx. 240 kg) height options in single arm as well as dual arm. These poles have withstood both Cyclone Remal and Cyclone Dana recently, validating the strength of the mechanical design standards.

Enhancing Nighttime Experience

By incorporating functional lighting and making scope for cameras and speakers into the poles, Orient Electric Ltd. ensured that safety and convenience are prioritized. The poles are installed on the parikrama path, guiding pilgrims and tourists alike. This thoughtful integration of technology creates an inviting atmosphere, allowing visitors to immerse themselves fully in the spiritual experience without compromising on safety.

A Herculean Team Effort

The successful realization of this ambitious project is a testament to the expertise of the product development and marketing teams within the Tender & Projects Division of Orient Electric Ltd. Their collaborative efforts, innovative thinking and unwavering commitment to quality have made this project possible. By merging technical prowess with a deep understanding of architectural needs, they have set a benchmark for future projects in urban design and public infrastructure.



The special pole project at Jagannath Puri is more than just an engineering achievement; it is a symbol of how thoughtful design can enhance cultural spaces. Orient Electric Ltd. has not only contributed to the aesthetics of the Parikrama Path but has also ensured that safety, functionality, and beauty coexist in perfect harmony. This project exemplifies the company's commitment to innovation and excellence, paving the way for future endeavours that embrace both form and function.

AUTHOR: ORIENT ELECTRIC LIMITED

Illuminating the Divine by Eveready

Eveready's Efficient Lighting Solutions at Maha Kumbh Mela

The Maha Kumbh Mela, is one of the world's largest religious gatherings. It is a spectacle of devotion, culture, and tradition that attracts millions from across the globe. This grand event, held every 12 years, presents an enormous challenge in terms of infrastructure, security, and, most importantly, lighting. To ensure safety and convenience for devotees and visitors, Eveready Industries India Ltd stepped forward with a ground-breaking lighting solution, providing 130,000 highly advanced streetlights and floodlights, making this religious event a beacon of brilliance.

With an estimated crowd of over 100 million attendees, proper illumination was not just a requirement but a necessity. Eveready Industries India Ltd, took on the challenge of transforming the lighting landscape of the Maha Kumbh Mela with their high-performance streetlights and floodlights that were strategically installed to ensure well-lit pathways, ghats, congregation areas, and campsites, enabling a seamless and safe experience for devotees.

Cutting-Edge Lighting Technology

Understanding the demands of such a massive event, The Eveready team engineered lighting solutions that combined efficiency with durability. Eveready provided 120W Streetlights, 150W Streetlights, and 250W Floodlights with an efficacy of 130 lm/W. These lighting solutions featured Ingress Protection 66 (IP66) to withstand unpredictable weather conditions and Impact Protection of IK07 to ensure durability. Additionally, customised extended cables were provided as per the client's requirements, further enhancing the flexibility and efficiency of our installations.

The floodlights provided powerful, uniform illumination, ideal for large open spaces, while their advanced streetlights ensured safe navigation through the sprawling festival grounds. The use of energy-efficient LED technology not only enhanced visibility but also contributed to sustainability by significantly reducing power consumption.

Deploying 130,000 lighting units across the vast expanse of the Kumbh Mela was no easy feat. From ensuring rapid installations to managing power distribution, our dedicated teams worked round the clock to meet the stringent deadlines. Harsh weather conditions and logistical challenges were tackled with meticulous planning and precision. The result was a flawlessly illuminated event that upheld the sanctity and grandeur of the Maha Kumbh Mela.

As the Maha Kumbh Mela continues to be a symbol of faith and unity, Eveready remains dedicated to lighting up the path for millions, ensuring safety, efficiency, and brilliance in every endeavour.

AUTHOR: EVEREADY INDUSTRIES INDIA

Signify illuminates the Splendor of Shankar Viman Mandapam

Signify illuminates the spiritual journey of millions of devotees at Maha Kumbh 2025, Prayagraj

The Maha Kumbh 2025, a spiritual gathering of unparalleled scale, drew over 45 crore devotees to Prayagraj attending the mega-religious event. Signify enhanced the spiritual experience of the devotees at the Maha Kumbh 2025 with innovative and sustainable lighting solutions and powered a brighter and greener Maha Kumbh with industry-leading solar and dynamic facade lighting

Signify transformed the Viman Mandapam, a sacred structure at the heart of the Kumbh Mela, into a breathtaking spectacle of light and color with Philips Uni dynamic color-changing linear grazers and flood lights, creating a layered lighting design that accentuates its architectural beauty, achieving a volumetric illumination. While the installation presented unique challenges, including working at height, navigating intricate carvings, and minimizing drilling to preserve the structural integrity of the Mandapam, the multi-layered lighting approach allowed for dynamic control, creating an immersive and spectacular lighting experience for devotees.

The Shankar Viman Mandapam, a magnificent four-story Hindu temple in Prayagraj, Uttar Pradesh, stands as a tribute to Adi Shankaracharya, the great philosopher and theologian. Dedicated to Lord Shiva, this architectural marvel is perched on the right bank of the Ganga River, north of the revered Triveni Sangam. Its design, inspired by the intricate South Indian Vimana style, is a testament to India's rich cultural and architectural heritage.

Signify had the honor of bringing this remarkable structure to life after sunset. The goal was not just to illuminate the temple but to elevate its grandeur,

emphasizing its unique features while preserving its sanctity and charm.

Dynamic Facade Lighting: A Multilayered Approach

To achieve Dynamic Façade Lighting, Signifya dopted a layered lighting strategy, which provides unparalleled flexibility in creating dynamic effects. Each layer of light is carefully designed to accentuate specific architectural elements of the temple. From the intricately carved pillars to the towering spires, every detail is highlighted to showcase the artistry of the Vimana style.

The use of dynamic lighting allows for tailored illumination that can change to suit different occasions, festivals, or moods. This approach ensures the temple remains a focal point of devotion and admiration throughout the year.

Inside-Out Illumination: Volumetric Lighting

A standout feature of this project is the efficient use of volumetric lighting within the temple's interior. This inside-out approach adds depth and dimension to the overall facade lighting. By allowing the inner sanctum's glow to subtly radiate outward, the temple takes on an ethereal quality, symbolizing spiritual light and divine energy.

Seamless Integration with Architecture

The lighting design philosophy emphasized harmony with the temple's original aesthetics. Fixtures were strategically installed to blend seamlessly with the structure, ensuring that the temple retains its pristine appearance during the day. This meticulous integration not only preserves the temple's heritage but also ensures that the lighting elements remain unobtrusive.

A Timeless Experience

The lighting of Shankar Viman Mandapam goes beyond functionality; it creates an experience. By combining modern lighting technology with deep respect for the temple's cultural significance, Signify has brought a new dimension to its timeless beauty. The illuminated temple now serves as a beacon of spiritual and architectural brilliance, drawing visitors from around the world. The Shankar Viman Mandapam project stands as a shining example of Signify's commitment to enhancing iconic landmarks with thoughtful and sustainable lighting designs.

Mr. Girish K Chawla, Head of Professional Business, Signify Geater India, said, "In line with our #BrighterLivesBetterWorld vision, we at Signify are proud to provide sustainable lighting solutions at one of the largest Hindu pilgrimages in India, Maha Kumbh 2025. This one of its kind mega-festivals, by UP government, Prayagraj Mela Administration, UPSTDC, UPPCL and UP tourism is truly recommendable. We believe that sustainable lighting can play a crucial role in creating a brighter and greener future. Our efforts at the Maha Kumbh serve as a testament to this belief, demonstrating how innovative lighting solutions can contribute to large-scale events while promoting environmental stewardship. We will continue to bring more such innovative and sustainable lighting solutions to communities across India."

An initiative by the Uttar Pradesh government, Maha Kumbh Mela 2025, in Prayagraj, is marked by significant celestial configurations occurring every 144 years, enhancing its spiritual importance. The project's success underscores Signify's commitment to innovation, sustainability, and creating positive impacts on communities.

AUTHOR: SIGNIFY INNOVATIONS INDIA LIMITED

Bajaj Lighting Illuminating India's Future

How Advanced Lighting is Transforming Iconic Spaces

The global lighting industry is undergoing a transformative shift, driven by the demand for energy efficiency, sustainability, and intelligent control systems. LED technology, now accounting for over 60% of the global lighting market, is at the forefront of this revolution. Innovations such as smart lighting, solar-powered solutions, and adaptive illumination are redefining how public spaces, stadiums, and large-scale events are lit.

India is at the forefront of this transformation, leveraging cutting-edge lighting technologies to enhance urban and event infrastructure. Large-scale projects are being implemented to improve public safety, optimize energy efficiency, and elevate user experiences across diverse environments. Two recent projects—the Maha Kumbh Mela and the 50th-anniversary revamp of Wankhede Stadium—exemplify this progress, demonstrating how Bajaj Lighting is shaping the nation's infrastructure.

Maha Kumbh Mela—one of the world's largest spiritual gatherings, spanning over 4,000 hectares and drawing millions of devotees. The scale of the event presents an enormous logistical challenge, requiring meticulous planning and infrastructure to ensure safety, comfort, and accessibility. At the heart of this effort is a transformative lighting project, where the major landscape was illuminated with Bajaj make high energy-efficient LED streetlights and All-In-One solar hybrid die cast streetlights strategically deployed across key locations—including the sacred Sangam area, Arail Ghat, pathways, and shelter homes. These installations not only enhance visibility but also underscore a commitment to sustainability, significantly reducing energy consumption while creating a

secure and welcoming environment.

Beyond just illumination, these high-performance lighting systems are setting a new benchmarks in large-scale events, ensuring that every devotee's spiritual journey is guided by brilliance and safety.

Meanwhile, in the heart of Mumbai, another transformation took place — one that is redefining India's sporting infrastructure. As Wankhede Stadium marked its 50th anniversary, it stands as a testament to India's love for cricket and its unwavering commitment to world-class sporting standards. The historic venue, which witnessed India's triumphant ICC World Cup victory in 2011, has now undergone a revolutionary upgrade with state-of-the-art LED lighting.

The transition from conventional luminaires to advanced LED floodlights has elevated Wankhede to international standards, enhancing not just energy efficiency but also the viewing experience. Designed to meet the demands of ultra-high-definition television broadcasts, the cutting-edge system ensures that every moment of the game is captured with unmatched clarity—bringing the stadium experience to millions of fans, both in the stands and at home.

This transformation not only elevates the spectator experience but also aligns with sustainable energy practices, reflecting India's dedication to modernizing its sports infrastructure. Bajaj Electricals, having illuminated Wankhede Stadium with its high-performance floodlights, seamlessly integrated its lighting solutions with the specialized event lighting used exclusively for the MCA's 50th-year celebration. This marks a significant step in transforming Wankhede from an iconic sports venue into a multi-specialty destination for grand events and entertainment.

These initiatives exemplify a broader vision of nation-building through technological innovation and sustainable practices. By addressing the unique challenges of large-scale events and venues, such projects contribute to India's infrastructure development, ensuring safety, sustainability, and an enhanced experience for all.

The integration of advanced lighting solutions in both the Maha Kumbh Mela and Wankhede Stadium underscores a commitment to progress that honours tradition while embracing the future. As India continues to host events of global significance, the focus on upgrading infrastructure with modern, efficient technologies serves as a foundation for the nation's growth. These efforts not only illuminate physical spaces but also symbolize the country's unwavering dedication to building a brighter, more sustainable future for its citizens.

AUTHOR: BAJAJ ELECTRICALS

Polycab Illuminates the Divine Experience of Maha Kumbh

A project that enhances Safety, Beautification and Comfort for visitors to the mega event

As one of the world's largest religious gatherings, Maha Kumbh attracts millions of devotees, necessitating top-tier lighting solutions for public safety, beautification, and overall comfort.

Polycab India Limited played a crucial role in illuminating of Shastri Bridge in Maha Kumbh 2025 in Prayagraj. Polycab's innovative street lighting and pole beautification solutions were installed in large numbers the Maha Kumbh Mela, where millions of lives intersect. From safety to aesthetics, Polycab provided a seamless lighting experience that enhanced both functionality and beauty.

The high-quality lighting solutions provided helped to

- Reduce accidents and crime by ensuring well-lit Shastri Bridge and it's walking ways and congregation areas.
- Provide clear visibility for smooth crowd movement, minimizing the risk of panic or confusion, especially for elderly pilgrims and families.
- Offered a sense of security and relaxation.

Polycab's contribution to Maha Kumbh 2025 showcases its dedication to public welfare, cultural preservation, and technological innovation. By combining safety, beautification, and comfort, the lighting installations not only enhanced the visual appeal of the event but also ensured a safe and enriching experience for millions of attendees.

AUTHOR: POLYCAB INDIA LIMITED

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Total Light Management for Bank of America

A Case Study highlighting the use of a Light Management System that integrates lighting controls with daylight harvesting that led to energy saving

Bank of America (BofA) secured a landmark office space in 2023, leasing 1.1 mn sq ft in Chennai, India marking a significant expansion of its offshore operation. The property, located in DLF Downtown in Taramani – Chennai, will house the bank's back-office operations in India. The building is a Grade A USGBC platinum certified LEED building. The strategic move signals banks commitment to expanding its operations in India, utilizing the substantial office space accommodate a significant workforce.

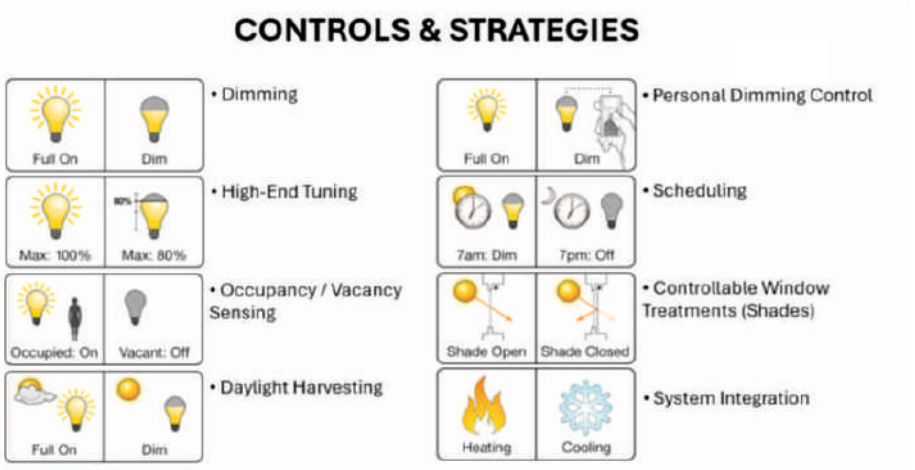
The project's large scale, combined with the desire for welcoming spaces within the overall framework, was a defining challenge for the design team. To make the most of the building's glass facade and abundant natural light, the need of integrated lighting control with daylight harvesting by drawing natural light deep into the space while mitigating heat gain and glare. Apart from the use of standard strategies of lighting control, solar adaptive shades were also considered wherein the motorized shades at windows move based on ingress of sunlight into the building, always allowing daylight harvesting and blocking glare during certain times of the day.

The system also needed to easily accommodate changes to layout and programming over time continuing to deliver cutting-edge performance for years to come. Wireless devices which could achieve this were desired.

The Solution

The Commercial Building lighting Controls & motorized shades standards were prepared by the project architects and various specialized project consultants to provide the best possible working environment for the employees.

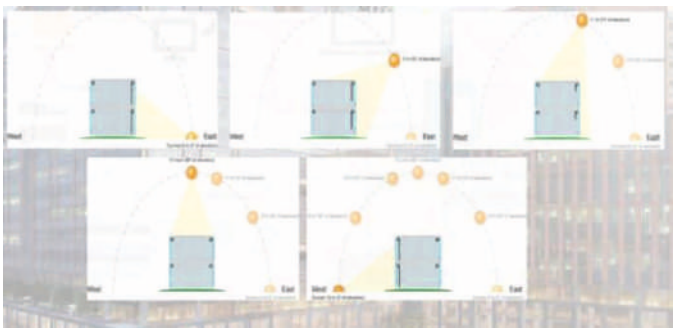
Lutron's DALI system digitally addressable dimming ballasts communicate with daylight sensors to automatically adjust electric lights in response to available daylight. Occupancy/vacancy sensors and personal controls are installed throughout the space to ensure that lights are not left on when an area is vacant, but tenants still have control over the lights in their space. Finally, a Lutron Athena & Quantum based total Light

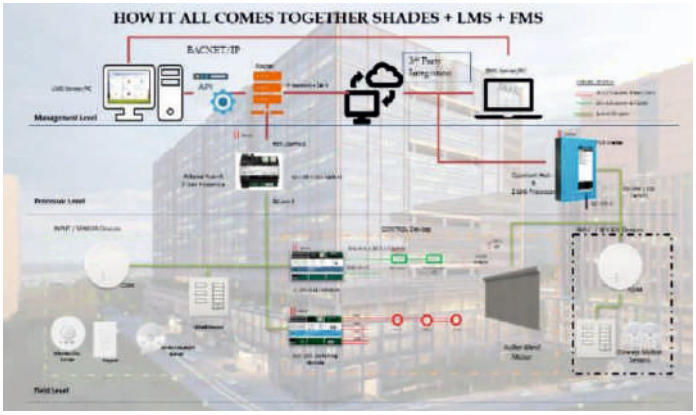


Management system provides centralized control of all lights, and utilizes Quantum Vue software to evaluate, monitor, and communicate energy use.

The control strategies are as follows,

Most of the strategies are self-explainable. Additionally, strategy of System integration included seamless





BTL certified BACnet integration of Lutron's native BACnet enabled processor with BMS (Building Management System) were implemented. The solar adaptive shades were used across all the façades based on daylight autonomy.

Daylight Autonomy - designing a space to maximize the amount of useful daylight, thereby minimizing or eliminating the need for supplemental electric light. In mathematical terms, Daylight Autonomy is the percentage of annual work hours during which all or part of a building's lighting needs can be met through daylighting alone.

Automated shades help maintain a consistent light level in any environment and expand the useful daylight zone inside the perimeter of a space. Exterior daylight is constantly changing, and that affects the indoor environment. Daylight autonomy strategies respond to changes in daylight from clouds, mature landscaping, and other environmental factors to maintain a constant light level, save energy, and minimize glare.

Fig : Energy Saved for particular Month (Mar 2025)

Fig : Cumulative Energy Saved in months of Jan, Feb & Mar 2025

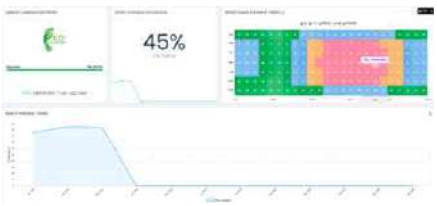


Fig : Space Utilization Report

Fig : Occupancy Floor Map

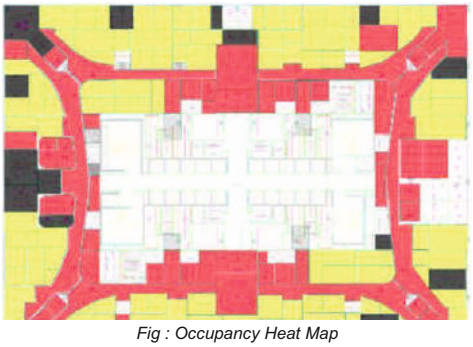


Fig : Occupancy Heat Map

Various areas inside the office spaces utilized all or specific strategies. The open work stations near the periphery had occupancy sensors, daylight sensors, automated shades, scheduling etc., while the work stations away from the periphery were without the daylight sensors and window treatments. The enclosed cabins also had an engraved keypad scene controller.

The Result

Only with implementation of lighting control strategy, over 60% of energy savings were achieved, which on absolute terms was over 50000 KWH saved each month w.r.t installed load. Additionally, savings due to solar adaptive shades were also achieved.

The BACI facilities team are able to monitor, measure and change settings on their own such as reducing the length of time-outs, without having to consult manufacturer. One of the primary reasons for going with Light controls and automated shades system – holistically called as LIGHT MANAGEMENT SYSTEM is to provide the right environment for the employees. Occupant comfort is paramount to delivering the right environment. Lutron integrated light management solutions automatically adjust to help create a vibrant, inspiring workspace while saving as much energy as possible.

AUTHOR: LUTRON GL SALES & SERVICES PVT LTD

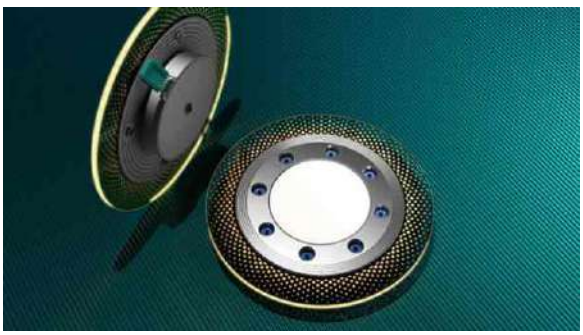
Bringing the Sun Indoors

A Revolutionary Approach to Vitamin D Sufficiency

In today's urban landscape, particularly in India, a paradoxical challenge persists: despite abundant sunlight, vitamin D deficiency remains a widespread issue. This nutritional deficiency affects people across all demographics and is often underdiagnosed and undertreated. The primary reason for this disparity is the limited exposure to UVB rays, which are essential for vitamin D synthesis. High-rise buildings, congested neighborhoods, and indoor-centric lifestyles significantly reduce direct sun exposure, making it impractical for most individuals to rely solely on natural sunlight for their vitamin D needs.

Understanding the Solar Spectrum

Sunlight is part of the electromagnetic spectrum, consisting of visible light, infrared radiation, and ultraviolet radiation. UVB rays are crucial for vitamin D production in the skin. However, due to lifestyle constraints and environmental factors, many people do not receive sufficient UVB exposure to meet their daily vitamin D requirements. For instance, most individuals spend only about an hour outdoors per week, totaling just four hours per month, which is far below what is necessary for adequate vitamin D synthesis.



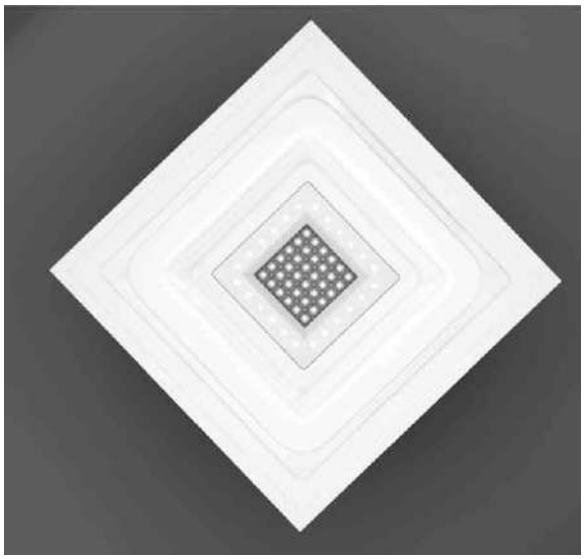
The Impact of Urbanization

Urbanization has dramatically altered lifestyles and living environments. In metropolitan areas, the prevalence of high-rise buildings and congested neighborhoods limits direct sun exposure. Additionally, indoor-centric routines—whether at home, in offices, or during commutes—further reduce opportunities for UVB exposure. This shift towards more indoor living has exacerbated the issue of vitamin D deficiency, making it a significant health concern in urban populations.

To address this challenge, Havells has developed the innovative Vita Dlight range, designed to bring the benefits of sunlight indoors. This revolutionary luminaire provides up to 60% of the daily UVB requirement, enabling users to achieve vitamin D sufficiency without excessive outdoor sun exposure. Vita Dlight combines illumination with health benefits, making it ideal for urban lifestyles that often face challenges such as high-rise living and pollution.

The Vita Dlight range includes models like the Oriana DL and the Vita Dlight 2x2 Panel, both designed to offer a perfect blend of ambient lighting and controlled UVB exposure. It offers several innovative features, including Smart Control & Monitoring, which allows users to easily switch between general lighting and UVB mode, select from pre-set modes like 'Daily Wellness', 'High Boost', or 'Custom Mode', and set automated schedules to ensure consistent vitamin D support. This level of control ensures that users can tailor their UVB exposure to meet their specific health needs while minimizing the risk of overexposure.

Moreover, Vita Dlight is engineered to provide controlled UVB exposure within globally accepted safety limits, ensuring effective vitamin D synthesis without the risks associated with excessive ultraviolet radiation. The dual functionality of Vita Dlight provides both illumination and health benefits, enhancing indoor ambiance while supporting vitamin D synthesis. This



makes it an attractive solution for businesses looking to enhance employee well-being and productivity by fostering a healthier work environment.

Nature Indoors highlights how Vita Dlight mimics sunlight to create a natural atmosphere, improving indoor ambiance and well-being. Post-pandemic, there is a growing demand for indoor solutions that enhance well-being, and Vita Dlight aligns perfectly with this trend by providing a lighting solution that not only illuminates but also supports health.

Lastly, **Wellness** emphasizes Vita Dlight's role as an additional vitamin D source, aligning with the growing demand for indoor wellness solutions. As health-conscious individuals seek new ways to boost their well-being, smart lighting solutions like Vita Dlight are emerging as essential wellness products. By providing a safe and controlled way to enhance vitamin D levels indoors, Vita Dlight embodies the future of lighting technology—smart, safe, and effective.

For businesses, incorporating Havells Vita Dlight into their facilities can have multiple benefits. It not only enhances employee health and well-being but also contributes to a more productive work environment. In offices where natural sunlight is limited, Vita Dlight can help mitigate the effects of vitamin D deficiency, leading to improved morale and reduced absenteeism due to health issues. Additionally, offering such innovative health solutions can be a competitive advantage in attracting and retaining talent, as employees increasingly value workplaces that prioritize their well-being.

AUTHOR: HAVELLS INDIA LIMITED

ELCOMA Member's Directory for year 2024-2026 is now released. Interested stake holders may write for a free copy to deepakkumar@elcomaindia.com

Illuminating the Urban Canvas: Harmonizing Façade Lighting with Environmental Responsibility

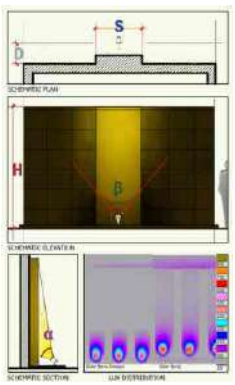
Impressive façade lighting transcends mere illumination, becoming a vital element in shaping a building's identity within the urban landscape. By enhancing visibility, facilitating intuitive wayfinding, and subtly narrating its architectural story, well-designed exterior lighting contributes significantly to the urban experience. The selection and application of diverse façade lighting techniques are intrinsically linked to the building's typology, whether it graces the skyline as a modern office complex, stands as a testament to history as a monument, provides shelter as a residential building, or inspires as a museum. The cornerstone of effective design lies in achieving a delicate equilibrium between uniform washes of light and strategically placed accents, crafting visually compelling effects while remaining acutely aware of the nocturnal environment. However, the pervasive challenge of light pollution necessitates a focused approach on glare control measures and the deployment of precise lighting technologies. This article delves into a spectrum of impactful façade lighting techniques and proposes actionable strategies for minimizing light pollution through the integration of intelligent design principles and cutting-edge technological innovations.

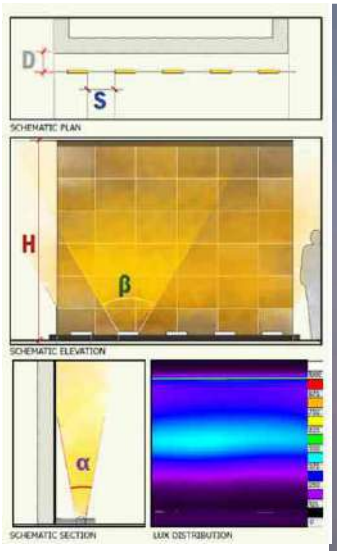
Architectural façade lighting assumes a pivotal role in defining a building's presence and character, amplifying its aesthetic appeal, bolstering safety and security, and guiding urban navigation. Nevertheless, the unintended consequence of poorly conceived or excessive illumination is the proliferation of light pollution, a phenomenon with demonstrable negative impacts on human health, delicate wildlife ecosystems, and overall energy efficiency. The fundamental design imperative, therefore, is to conceive façade lighting schemes that seamlessly integrate functional and aesthetic objectives while diligently minimizing any adverse environmental footprint. This discourse outlines a framework of best practices for façade illumination and presents a suite of strategies aimed at effectively mitigating light pollution.

A diverse array of façade illumination methods serves distinct architectural and aesthetic goals, contingent upon the specific building type and the overarching design vision.

Uniform illumination, a technique ideally suited for emphasizing prominent landmarks and significant structures such as office buildings, civic centers, and historical monuments, imparts a sense of calm and visual balance to the urban fabric. However, its successful implementation hinges on meticulous fixture positioning and the careful control of beam angles to prevent unwanted light trespass.

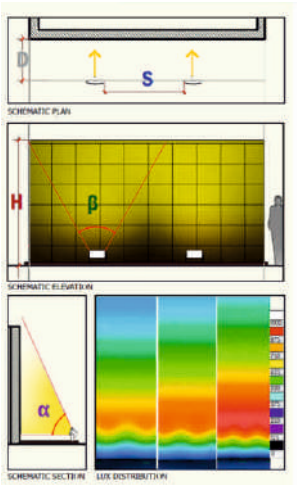
Accent lighting plays a crucial role in strategically highlighting intricate architectural details – be it stately columns, ornate cornices, or captivating sculptures – found in museums, cultural institutions, and commercial edifices. This technique demands precise beam control to ensure illumination is focused solely on the intended features, avoiding unnecessary spill.



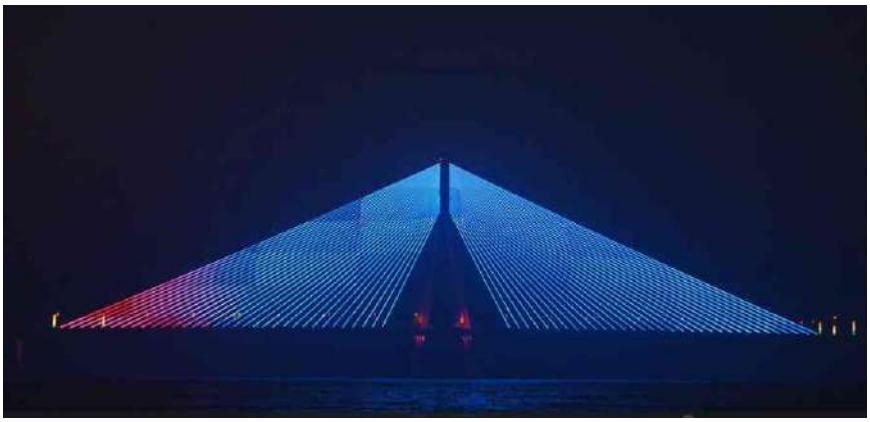


Grazing light proves remarkably effective in accentuating the inherent textures of materials like natural stone, brick, and timber, creating dramatic plays of light and shadow that add depth and visual interest.

Wall-washing delivers a smooth and consistent blanket of light across a façade, ideal for historical buildings, art galleries, and contemporary designs featuring expansive, textured surfaces.



Contour projection offers a highly targeted approach, employing precisely defined rectangular beams to illuminate specific areas of a façade with exceptional accuracy. This method maintains visual clarity and significantly reduces skyward illumination, making it particularly well-suited for commercial buildings, high-rise structures, and landmarks seeking precise branding or artistic expressions.



Integrated linear lighting, characterized by concealed LED strips seamlessly embedded within architectural elements, is a popular choice for modern office buildings and entertainment venues, offering a means to subtly outline building forms and create dynamic lighting effects.

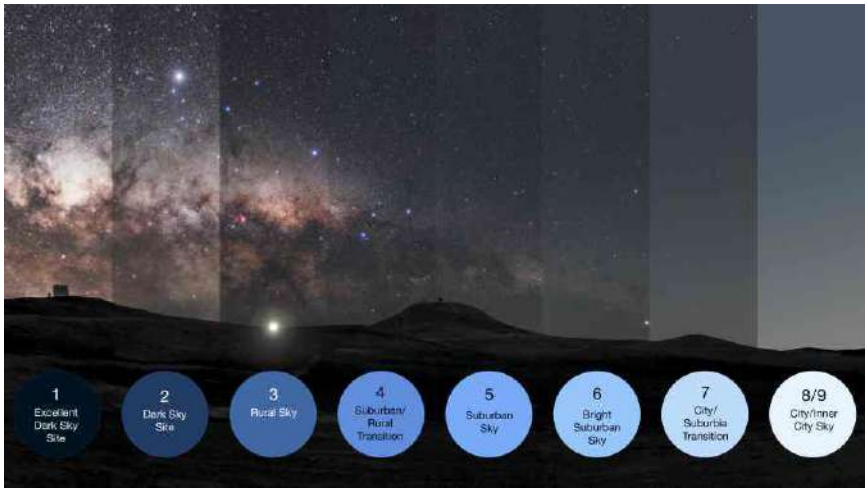
While the strategic application of façade lighting undeniably enhances urban aesthetics, a commitment to responsible design practices is paramount in preventing the detrimental effects of light pollution. The following strategies offer a roadmap for balancing illumination quality with critical environmental considerations:

Glare Control and Shielding: Employing shielded or louvered fixtures is crucial for directing light precisely where it is needed, minimizing unwanted spill. Avoiding the use of wide-beam floodlights, which are prone to causing unnecessary light trespass, and strategically positioning fixtures to mitigate direct glare for both pedestrians and drivers are essential considerations.

Precision Optics and Beam Control: Utilizing luminaires with narrow beam angles allows for the targeted illumination of specific architectural features, minimizing light scatter. The application of asymmetric wallwashers enables effective control over light distribution, while contour projectors ensure that light remains confined within the designated façade areas.

Warm and Low-Intensity Lighting: Opting for warm white light sources (in the range of 2700K–3000K) can significantly reduce glare and skyglow. Avoiding excessive brightness, which can cause visual discomfort and disrupt nocturnal ecosystems, is vital. The integration of dimmable LED systems allows for the dynamic adjustment of brightness levels based on time of night and specific needs.

Smart Lighting Controls and Automation: Implementing astronomical timers ensures that lights are switched on and off in accordance with sunset and sunrise times, optimizing energy use. Integrating dimming controls allows for the reduction of light intensity during late-night hours when activity is minimal.



Minimizing Upward Light Spill and Skyglow: A fundamental principle of responsible lighting design is to avoid directing light above the horizontal plane, thereby preventing unnecessary skyglow. The use of full cut-off fixtures, designed to eliminate uplight, and positioning lights as close as practically possible to the building façade maximizes surface illumination while minimizing wasted light.

Sustainable and Energy-Efficient Lighting Technologies: Prioritizing the use of high-efficacy LED luminaires maximizes energy efficiency and reduces operational costs. Selecting fixtures with recognized Dark Sky-friendly certifications ensures compliance with environmental guidelines and minimizes light pollution. Where feasible, incorporating solar-powered lighting solutions can further reduce reliance on grid electricity and promote sustainability.

In conclusion, effective façade illumination necessitates a harmonious convergence of aesthetic vision, functional requirements, and a profound sense of environmental stewardship. Thoughtful lighting design possesses the power to elevate a building's visibility, enhance urban orientation, and accentuate its architectural merits, all while adhering to principles of sustainability and responsible resource management. By diligently applying precise lighting techniques, implementing robust glare control measures, and strategically leveraging the capabilities of smart technologies, designers can craft visually striking façades that coexist responsibly with the nocturnal environment, minimizing the detrimental effects of light pollution. As urban centers continue to expand and lighting technologies continue their rapid evolution, embracing these best practices will be instrumental in ensuring that architectural lighting remains both impactful and environmentally conscious, enriching our cities without compromising the delicate balance of the night.

AUTHOR: KUNAL KASLIWAL, LIAS LEAD – PUBLIC, SIGNIFY INNOVATIONS INDIA LTD

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Bajaj Electricals Empowering Women Entrepreneurs Through Sustainability & Upcycling

Bajaj Electricals Foundation, the CSR arm of Bajaj Electricals strives to create real, lasting impact by fostering sustainable change within communities. With environmental responsibility and women's entrepreneurship at the heart of our mission, the foundation is taking meaningful steps to empower women artisans and drive positive environmental change through innovative initiatives, that promote financial independence and sustainability.

One such initiative is the development of a digital platform that provides rural women artisans with access to wider markets, enabling them to showcase and sell handcrafted products made from upcycled plastic waste. This platform is set to benefit over 400 women artisans in Kutch, Gujarat, helping them achieve greater financial stability while embracing eco-conscious practices.

At the same time, the foundation is championing an upcycling initiative in Pune, where around 25 women from low-income backgrounds are learning traditional charkha and handloom techniques to weave discarded plastic into beautiful, handcrafted products. By partnering with organisations that ethically source plastic waste from rag-picker communities, this initiative not only fosters skill development but also contributes to a cleaner environment.

Pooja Bajaj, Executive Director – CSR, Bajaj Electricals, shared her perspective on the impact of these initiatives, “At Bajaj Electricals Foundation, we are deeply committed to building a sustainable future by empowering women with the tools they need to thrive and gain financial independence. Through initiatives like the digital platform and upcycling projects, we are not just fostering entrepreneurship but also addressing environmental concerns in a meaningful way. This Women's Day, we celebrate the strength, resilience, and creativity of women artisans who are redefining economic independence while preserving traditional craftsmanship."

As we mark Women's Day, these initiatives serve as a testament to the power of women-led sustainability efforts—where economic growth and environmental consciousness go hand in hand. Bajaj Electricals Foundation remains dedicated to expanding these efforts, ensuring more women have the opportunities, resources, and support to build a brighter, self-reliant future.

AUTHOR: BAJAJ ELECTRICALS

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Signify Partners with FISS to upgrade 100 Schools in Udalguri with Energy-Efficient and Sustainable Lighting Solutions

Transforming electrical infrastructure for conducive learning environment to empower over 10,000 students in Assam

Signify, has partnered with Foundation for Integrated Support and Solution (FISS) under its Jagmag Pathshala CSR initiative, successfully enhancing the lighting and ventilation infrastructure in 100 government schools across the Udalguri district, Assam. Under this project, Signify will install 2800 inverter-powered lights and 1400 ceiling fans, ensuring uninterrupted lighting and ventilation for over 10,000 students and educators.

The inauguration ceremony of the project was graced by Chief Guest Shri Pulak Patgiri, ACS, District Commissioner, Udalguri, Assam, appreciating this impactful initiative for uplifting the existing educational infrastructure.

Speaking about the initiative, Nikhil Gupta, Head of Marketing, Strategy, Government Affairs & CSR - Signify, Greater India, said, “Our CSR strategy reflects our brand purpose of unlocking the extraordinary potential of light for brighter lives and a better world. Through this meaningful collaboration with FISS, we are empowering young minds by creating an illuminated environment where the students can thrive. At Signify, we are committed to lighting up lives and driving positive change in communities across India.”

Key project activities include the installation of inverter-powered LED lights and fans across 100 schools and organising capacity-building workshops to ensure long-term sustainability. The initiative also empowers communities by improving educational facilities and promoting sustainable energy adoption, aligning with Signify's commitment to quality education, sustainability, and community empowerment.

"Improving education in rural schools is important for India's social and economic development. We are proud to collaborate with Signify on this project, under their Jagmag Pathshala CSR initiative to transform educational spaces in Udalguri. This initiative has enhanced the classroom experience for students.” said Pradip Hazarika, Director FISS.

AUTHOR: SIGNIFY INNOVATIONS INDIA LIMITED

BIS Hosts IEC General Meeting 2025 in New Delhi

An opportunity for the Indian Electrical and Electronics Industry to book a front row seat at the Global stage

Bureau of Indian Standards (BIS) has been formulating more and more new standards in the lighting sector to keep up with the technological advancements and the innovation in this area. BIS has also been India's voice at IEC and ISO ensuring that the standards published at international level are in line with the Indian industry's expectations and needs.

It is in this context that the upcoming International Electrotechnical Commission General Meeting (IEC GM) organised by BIS from 08 to 19 September 2025 in New Delhi becomes very important. Indian industry can use the IEC GM 2025 to get behind the driver's seat of the lighting industry innovation vehicle that is undergoing a paradigm shift at this very moment.

International Electrotechnical Commission (IEC) is an international standards organization publishing globally relevant International Standards for all electrical, electronic and related technologies, with a membership of over 160 countries. The IEC provides a global, neutral and independent standardization and conformity assessment platform for 30,000 experts globally. It also operates four conformity assessment systems certifying that devices, systems, installations, services and people work as required. Till date, the IEC has published over 11,700 publications, which include International Standards, Technical Specifications, Technical Reports, Guides, etc.

The Indian National Committee of IEC, responsible for India's participation in IEC, is managed by Bureau of Indian Standards (BIS). Member countries of IEC are represented by their National Committees. Bureau of Indian Standards (BIS), under the aegis of Ministry of Consumer Affairs, Food and Public Distribution, represents the Indian National Committee of the International Electrotechnical Commission (INC-IEC).

India participates actively in the IEC affairs. At present, India holds the Vice Presidency of IEC, and is also represented in IEC's governance bodies such as IEC Board, the core executive body of IEC; Standardization Management Board (SMB), the body overseeing management of IEC's standards work; and other important bodies such as Market Strategy Board (MSB); Business Advisory Committee (BAC) and Governance Review and Audit Committee (GRAC). India is also Participating member in 129 Technical Committees, and Observing Member in 51 Technical Committees.

IEC organizes its General Meeting (IEC GM) annually, where series of events comprising of technical meetings, management meetings and workshops are organized. It is a matter of great pride that the 89th edition of IEC GM is scheduled to be held from 08 to 19 September 2025 in New Delhi, India which would be a congregation of several events involving experts from different walks of life.

During the GM scheduled in September 2025, in addition to the Management and Governance meetings, over 40 Technical Committee and their sub-group meetings, workshops on several themes relevant to sustainability and an exhibition comprising of exhibitors from the electrotechical sector are scheduled to be held.

Organizing IEC's flagship event, the IEC General Meeting in India holds enormous significance, as it positions India as one of the leading voices in the matters of International Standardization in the electrotechnical sphere. It also presents an excellent opportunity for the stakeholders to engage with the experts working at the IEC level.

The opportunity could also be utilized by the Indian Industry to nominate subject matter experts in the relevant Technical Committees to participate as observers, and receive a first-hand exposure to see international standard formulation work. Further, Industry may also consider identifying the experts who are in a position to offer long term commitment for participation in IEC's standardization work in the relevant fields, and nominate them as designated experts from India in such ongoing and future projects.

An exhibition is also planned to be organized from 15 - 19 Sep 2025 during the IEC GM, where Indian Industry (including startups at the incubation stage) and Research Institutes will also be given an opportunity to showcase latest innovations from the electrotechnical field to the international standardization community, and which will also present a very good opportunity to network with representatives from leading Fortune 500 companies from the electrotechnical sector.

This will present a very good platform for fostering meaningful dialogue with the visiting international representatives from Industry and other stakeholder

Event	Dates	Venue/s
IEC Management Meetings	15 - 19 September 2025	Bharat Mandapam
Technical Committee Meetings	08 -19 September 2025	India Habitat Centre India International Centre BIS Headquarters, New Delhi
Workshops	08 -19 September 2025	Bharat Mandapam India Habitat Centre India International Centre
Exhibition	15 -19 September 2025	Bharat Mandapam

groups such as consumers, laboratories, etc., and offer opportunities for future partnerships.

BIS looks forward to the wholehearted participation of the Indian lighting Industry in this mega event that will mark a major milestone on the road to prosperity and progress for both the Industry and the Indian standardization landscape.

Further information can be obtained at iecgm2025@bis.gov.in.

AUTHOR: RAJNEESH KHOSLA (HEAD, INTERNATIONAL RELATIONS DEPARTMENT), BIS, ABHISHEK NAIDU (JOINT DIRECTOR), BIS AND MR. TUSHIT KAMAL (JOINT DIRECTOR), BIS

Signify and Dixon Technologies Propose JV

Signify and Dixon Technologies (India) Ltd. recently announced the intent to form a joint venture to enhance manufacturing excellence in India. The proposed joint venture, pending required regulatory approvals, will produce lighting products and accessories for leading brands in the highly competitive Indian market.

Leveraging Signify's global leadership in lighting technologies and Dixon's manufacturing excellence, the proposed new venture will manufacture world-class lighting products and accessories in India. The new venture will drive innovation and cost competitive offerings across a broad portfolio of products including LED bulbs, downlights, spots, battens, ropes, strips and LED lighting accessories. Signify and Dixon Technologies will each hold 50% equity in the newly formed venture.

"Aligned to the government's Make in India vision, this proposed joint venture with Dixon Technologies will create a world-class manufacturing company that combines the technology leadership, pricing, and offerings to the customers. With Signify's unparalleled understanding of lighting technologies and Dixon's manufacturing excellence, this joint venture will manufacture high-quality competitive lighting products in India." said Mr. Sumit Joshi, MD and CEO, Signify Innovations India Ltd.

"It gives us immense pleasure to partner with Signify India, the leader in the lighting segment. We see them as an ideal strategic partner that shares our core values of quality, innovation, manufacturing prowess, and customer centricity. We believe this proposed association will bolster our operational efficiency backed by Signify's process orientation and strong understanding of lighting technologies." said Atul B Lall, Vice Chairman and Managing Director, Dixon Technologies India Ltd.

AUTHOR: SIGNIFY INNOVATIONS INDIA LIMITED

LEDVANCE Launches Deep Recessed COB Spotlight and Aluminium COB Spotlight

LEDVANCE introduces two new COB spotlights—DEEP RECESSED COB Spotlight and Aluminium COB Spotlight—designed for efficient general orientation and SPOT illumination.

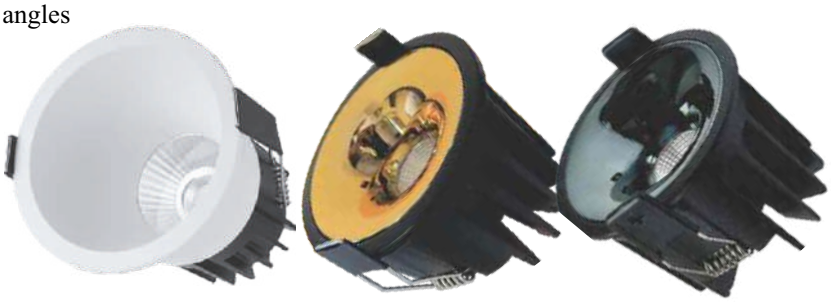
Available in 7W & 12W, this DEEP RECESSED (DR) COB Spotlight offers a natural lighting effect with a tiltable and deep reflector that enhances light focus. It replicates the halogen spot effect and ceramic metal halide lamps, making it a perfect replacement for traditional spotlights.

The Aluminium COB Spotlight is also available in 7W & 12W and this version features a sleek Black and Gold reflector. This model replicates the halogen spot effect and ceramic metal halide lamps, ensuring a well-focused light distribution. Its die-cast aluminum housing and high-quality extrusion heat sink guarantee better heat dissipation and reliable performance, even under high-power operation. Additionally, the use of an external driver enhances durability and efficiency.

Key Features:

- Elegant design & focused beam angles
- CCT: 3000K / 4000K / 6500K
- Energy-saving & long lifespan
- CRI >80 for true color rendering

With these new spotlights, LEDVANCE delivers efficient, high-performance lighting solutions for professional and general use that are ideal for offices, homes, retail shops, hospitality spaces, staircases, and corridors.



Bajaj Launches Ivora Low Bay Lamp

Conventional high-brightness lamps disperse light in all directions, resulting in widespread but unfocused illumination. While this covers a large area, it often leads to unnecessary light spillage, reducing the effectiveness of lighting where it matters most.

The Bajaj IVORA Low Bay Lamp introduces an innovative attachable rim that directs light precisely onto the desired workspace—providing better visibility, enhanced aesthetics, and improved efficiency without increasing power consumption. Designed especially for small commercial spaces like shops and stores, this lamp helps highlight key areas and products, making them more noticeable to customers.

Small store owners rely on their shops for their livelihood, making customer attraction and business growth a top priority. Many resort to using multiple lighting products to brighten their stores, increasing power consumption and contributing to light pollution.

The Bajaj IVORA Low Bay Lamp is the perfect solution for focused, efficient, and stylish illumination that enhances visibility where it's needed most.

Key Features & Benefits

Innovative Circular Reflector – Provides a focused beam of light, improving visibility and aesthetics

Wide Operating Voltage (120V – 300V) – Ensures stable performance under varying power conditions

4kV Voltage Surge Protection – Safeguards against voltage fluctuations

Long-Lasting Durability – 15,000 hours of burning life under normal conditions

Energy-Efficient Options – Available in 36W and 54W, delivering optimal brightness without excess power consumption

Luker launches New Corvus Anti-Glare COB lights

Upgrade your lighting with LUKER's CORVUS Anti-Glare LED COB Lights, designed for a seamless, trimless finish. Featuring a sleek black body, these lights offer refined elegance with inner body/reflector color options in White, Black, Rose Gold, and Gold.

Available in 7W, 12W, and 18W, CORVUS delivers superior illumination with reduced glare, perfect for modern interiors. Experience style and performance with LUKER CORVUS—where aesthetics meet innovation.

Orient Launches Peacock RGB Flood Light

Orient Electric has unveiled its latest offering: the Peacock flood light. This innovative product empowers users to create stunning facade lighting applications with ease, thanks to its DIY (Do It Yourself) concept.

The Peacock flood light offers a flexible and customizable lighting solution. Its user-friendly interface and easy operation enable individuals to create mesmerizing façade lighting effects without much extensive technical expertise. This Bluetooth-controlled RGB 50W flood light uses BLE 5.0 mesh technology and the Orient Smart App for seamless control.

Orient's Peacock flood light offers a perfect solution for façade lighting of small buildings, artefacts, and statues. Unlike traditional DMX512-based RGB products, Peacock provides a user-friendly and cost-effective alternative that eliminates the complexity of conventional systems. Peacock's innovative design makes it easy to install and program, reducing the need for specialized labour and minimizing costs.

The Peacock flood light features a sturdy PDC aluminium housing for excellent heat dissipation. With IK09 and IP66 ratings, it thrives in challenging environments, ensuring reliability and longevity. Its integrated PC lens offers a 30°x100° beam angle, catering to various applications and creating a captivating ambiance.

Signify Launches Nature-Inspired LEAF and SOUL Chandeliers

In the realm of interior design, light is not merely functional; it's a transformative element that shapes ambiance and evokes emotion. Signify recognizes this intrinsic connection and has harnessed the organic beauty of the natural world to create a stunning new chandelier collection. Inspired by nature and its everlasting beauty, Signify has launched a new range of chandeliers – LEAF and SOUL. These chandeliers come with specially crafted and carefully curated collection of glass elements with immaculate finish and quality. The design elements also have a fine play of metal intertwined with clear and diffused glasses in the shape of leaves. This eclectic collection is bound to bring freshness in the 300+ branded retail stores operated by the company across India. This range reflects a commitment to merging artistic expression with cutting-edge craftsmanship, offering homeowners a chance to illuminate their spaces with pieces that are both visually captivating and deeply resonant.

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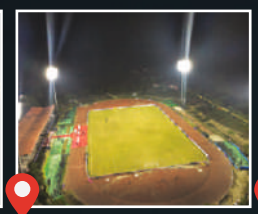
Atal Setu, Mumbai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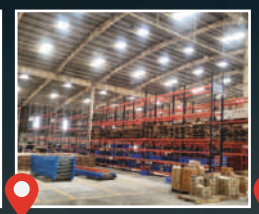
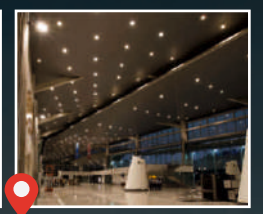
New Kolkata Dev. Authority


Livguard, Baddi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