



For immediate publication

Press Release

Crompton LEDs to strengthen Power Ministry's energy efficiency projects

- Won all three orders from Energy Efficiency Services Ltd (EESL)
- Crompton LEDs to provide 50% energy savings

Mumbai, March 04, 2015: Crompton has won three prestigious orders from Energy Efficiency Services Ltd. (EESL), a joint venture set up by the Power Ministry comprising of four public sector undertakings - NTPC, PFC, REC and Power Grid, for the implementation of energy efficiency projects in the country. Crompton was the only player in the entire lighting industry to qualify for all three orders for energy efficient LED lamps from EESL, as per their technical and commercial requirements.

Crompton will supply close to 4 million LED lamps to EESL for its different projects, the first of which was launched in Andhra Pradesh to distribute 7W LED lamps to consumers at an affordable price, followed by the project in Delhi. The move is part of the government's plan to boost energy efficiency through widespread use of Light Emitting Diode (LED) technology-based lighting solutions in the country. This initiative will help to promote extensive use of LEDs as an energy efficient option, leading to high savings on energy bills for the end consumer. This will also help the Government to offset the power deficit in the country through energy conservation.

LEDs are emerging as the energy-efficient source of lighting as they use one-tenth of the energy compared to a normal incandescent bulb and half that of a Compact Fluorescent Lamp (CFL) for the same amount of light. Crompton also offers a range of LED fixtures with unique features and functionalities that are environment friendly with negligible maintenance and a long life of over 50,000 burning hours. Crompton's LED lamps and Luminaires offer 50-60% advantage in energy savings and better value for money.

The domestic LED market has grown by 35-40% in India. With Government's focussed initiatives in driving energy efficient practices, the LED market will get a new impetus. Projects such as these reinforce Crompton's position in providing LED solutions through indigenous technology and competitive pricing. As the domestic demand increases, mass scale localised production has enabled Crompton to achieve cost competitiveness.

Commenting on this win, Avantha Group Company CG's CEO Laurent Demortier said: "We are honoured to receive this opportunity from the Power Ministry to partner with EESL and look forward to working with them in driving energy conservation and efficiency in the country. Our strategy to localise

the production and increasing the scale of manufacturing has been the key lever for our success in this highly competitive market. We see ourselves as an active participant in the 'Make in India' drive that will foster innovation and new manufacturing processes. We envisage further localisation of critical manufacturing in India".

About CG

Avantha Group Company CG is a global pioneering leader in the management and application of electrical energy. With more than 15,000 employees across its operations in around 85 countries, CG provides electrical products, systems and services for utilities, power generation, industries, and consumers. The company is organised into four business groups: Power, Industrial, Automation, and Consumer.

For more information on CG, please visit: www.cgglobal.com

About Avantha

The Avantha Group's entities in diversified sectors include Crompton Greaves (power transmission and distribution equipment and services), BILT (paper and pulp), The Global Green Company Limited (food processing), Biltech Building Elements Limited (infrastructure), Avantha Power (energy), Avantha Business Solutions Limited (IT and ITES), Jg Glass (glass containers).

With a global footprint, the Group operates in 90 countries with more than 25,000 employees worldwide.

For more information on Avantha, please visit: www.avanthagroup.com

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