



## **PRESS RELEASE**

### **Moser Baer LED products to be available on Snapdeal.com**

*· Moser Baer LED products to be available from 25<sup>th</sup> Nov 2014 on special offer for a limited period of time*

*· Moser Baer Set launches its 9W LED bulb for 'First Time in India' through Snapdeal.com*

**New Delhi, November 24, 2014:** Moser Baer has with India's leading player in the online e-commerce space, Snapdeal.com to launch its 9w LED bulbs from 25th November. In addition to this, Moser Baer will offer plethora of its LED products on Snapdeal.com on a special offer for a limited period of time. This is for the first in India that a LED product is being launched on an online platform.

**Tony Navin, Senior Vice President – Electronic & Home, Snapdeal.com** said, "Lighting products as a category is extremely fragmented in India. Consumers usually have to rely on the offline stores in their vicinity for their lighting needs. At Snapdeal.com, we constantly endeavor towards becoming the one-stop shopping destination for our customers, offer them the widest range of products at best prices. Our partnership with Moserbaer is in line with this. On Snapdeal.com, lighting products is a fast growing category and has tremendous potential. We are excited to have partnered with Moserbaer to launch their latest 9W LED bulb and are confident of a positive response from our customers. We look forward to a long standing and mutual beneficial relationship."

Speaking on the occasion, **Deepak Shetty, CMO, Moser Baer India Ltd** said, "We wanted to ensure largest possible reach out of our campaign to conserve energy through sale of LED products. Hence we chose Snap Deal who have been successful in garnering mindset of the online consumers. We plan to launch more products on the online platforms in the coming period thereby increasing our market penetration. "

#### **About Moser Baer India Ltd.**

*Moser Baer India Limited headquartered in New Delhi, is a leading global tech-manufacturing company. Established in 1983, the company has successfully developed*

*cutting edge technologies to become one of the world's largest manufacturers of Optical Storage media like CDs and DVDs. The company also emerged as the first to market the next-generation of storage formats in India. Over the years the company has entered into exciting areas of technology manufacturing and is a market leader in the high growth photovoltaic space. It is the only company worldwide to receive the prestigious 5-star rating from TÜV Rheinland for 3 years in a row (2009 - 2012) maintaining highest standards of quality in manufacturing PV modules. Moser Baer India has emerged as one of the most credible brands focused on hi-tech manufacturing and R & D activities. It is continuing to unfold the next generation innovative technologies that will catapult India into a respectable manufacturing hub*

Website: [www.moserbaer.com](http://www.moserbaer.com)

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