



PRESS RELEASE

Moser Baer India pledges to save 50 MW of energy through its energy efficient LED lighting technologies in two years

- *Ties up with Snapdeal.com to promote its LED products with an exclusive offer*
- *Moser Baer Set to launch its 9W LED bulb 'First Time in India' through Snapdeal.com*

New Delhi, November 18, 2014: Moser Baer taking a cognizance of the conserving energy as the need of hour has pledged to save an incremental **50 MW of energy** by introducing LED products over **next 2 years**. With this view in mind, Moser Baer India Ltd. is entering into a strategic partnership with Snapdeal.com, India's largest online marketplace to market its LED products and introduce its 9w LED bulb for the 'first time in India'. The collaboration between both the companies will not only promote LED products but also run a campaign for 6 months to make consumers aware of benefits of LED lighting. During the campaign, Moser Baer will also introduce its entire product range of bulb; tube light, down light, high bay light, panel light, street light at a best market price.

Shiv Nath, CEO Moser Baer India said, "India has been witnessing unprecedented urbanization and movement towards creating smart cities. Hence, we need to look at not just energy generation but also conservation. With this in mind, we have launched the campaign to save 50 MW (incremental) capacity by 2016 through usage of our LED products. We are aligning with the vision of our PM Shri Narendra Modi by pushing smart way of living."

Speaking on the occasion, **Deepak Shetty, CMO, Moser Baer India Ltd** said, "We have been pushing the case of conserving energy along with increasing renewable energy generation in the public through various campaigns. Our pledge to save 50 MW of energy is one more such initiative and hence we are joining hands with Snap Deal. The strategic partnership between two market leaders of their respective spheres is a unique

combination in itself and we are very sure that this will benefit the Country's drive to secure energy independence."

Along with 9w LED bulbs,90 w LED street light is likely to have major impact in the Indian market segment. The 90W LED is an intelligent example of green product, which not only saves 700 units (approx.) per year and has durability of 50,000 hours.

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

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