



SURYA ROSHNI LIMITED

AN ISO-9001 : 2000 COMPANY

LIGHTING DIVISION

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SURYA PLANS HOME APPLIANCES

SURYA EYES HOME APPLIANCES BUSINESS

Surya Roshni, an Indian multinational, takes great pride in being the largest Indian lighting company in the country. Its latest offering of fans has been received with great enthusiasm, alike by retailers as well as customers, nationwide. The fans come with proprietary 3D air-flow technology that ensures multi-directional surround air in every corner of the room. Aesthetic designs, maximum air delivery and affordable prices have made Surya fans an instant success. Buoyed by the stupendous success of its fans, **Surya now plans to launch home appliances for the Indian market.**

On the anvil is a feature-rich, contemporary range of home appliances like Water Heaters, Dry Irons, Steam Irons and Mixer-Grinders and target to achieve Rs. 100 Crore in a span of two years.

The Company's Managing Director, Mr. Raju Bista said, "Surya products are used today in every city, every home; they are available at every electrical counter and enjoy excellent patronage from retailers and customers. The Company is confident that the 2 lac strong retailer network of Surya, across the country, will promote appliances with the same enthusiasm as they have done for Lighting and Fans and make Surya a truly household electrical products company."

Mr. Bista further added that "technologically superior features, attractive designs, affordability and safety would be the key differentiators" of Surya's range of home appliances. In his words, "the Company is confident that in no time, this segment will also achieve the same level of success as it has in Fans."

Surya's technologically distinguished products are being sold by 2 lakhs partners across India and are also exported to 44 countries across the globe, including Europe & America. Impeccable quality is the hallmark of all Surya products and the reason behind the meteoric rise in its demand, not just in India but in other parts of the world too.

For SURYA ROSHNI LTD.

B B Singal

VP & Company Secretary

SURYA

CFL, BULBS & TUBES

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