



Dear Friends,



It is heartening to address you all at this time of the year, when the Modern Workspace (MWS) segment has commenced the Financial Year 07-08 with a rocking start.

We have got all the major orders yet again, but there is a visible difference in the size of deals, which has grown from millions to crores. CSC, Infosys, Google, Microsoft, Patni and the list continues. Cracking such big deals has become a way of life at Wipro Lighting. The feather in our cap is that in all our major wins, we have got orders with products specified by us. That brings us to the point that it is high time we started driving the customer rather than let the customer drive us.

Let me cite an example about this Finnish company, which had been manufacturing rubber and toilet paper since 1865. It entered the international cellular system business in 1980s and became a leader by 1998. Today, this company decides what the customer should buy and drives him to buy a new model before the last model gets commoditised. We are talking about Nokia!

We must excel even when the market pushes our products to get commoditised, and the success will come only when we drive the customers to buy products we want them to buy. Our thrust on working with specifiers for the new product range has to be on top of the agenda, and then the numbers will definitely follow. Competition will continue to put pressure to sell the standard products at dream prices. By competing with them in their own game, it will be tough to meet even top lines, leave aside the bottom lines. With the new Brightness Management product range such as Ideos and Aeros, we have to set standards that are difficult to meet.

As an organization, we are geared to address most of the challenges we face in the Modern Workspace segment. We have umpteen examples in each branch to justify this.

It is extremely inspiring that the IT – ITES data collated this Quarter clearly indicates that we have retained our leadership in MWS segment even in the last Financial Year.

So let us be a Nokia, and continue our zeal to be the No. 1 player in MWS segment.

Pushkar Darade
Product Manager – MWS.

Leading the race -in Q1

Super A Class

Vanita Lamp & Shades,
Bangalore

A Class

Indian Electricals,
Pune

B Class

Gayatri Electrotech,
Kolhapur



PRODUCT of the month



HIGHLIGHTS



MWS Connect '07

Modern Workspace (MWS), our largest segment, performed very well in Quarter 1 with large orders pouring in from the IT/ITES companies across the country. To connect with each other and for maximizing effectiveness, PMG team organized a two day meet “MWS – Connect ‘07” in Pune in April 2007.

This meet was attended by all MWS champions - Ramesh Rao, Sandeep Kaushik, Ritanshu Mohan, Amar Paralikar, Kartik Iyengar, Bobby Chandy, Seetharam, Prasad Shiledar, and Manjunath Bhagwat.

Pushkar Darade, Product Manager for MWS segment, spearheaded the training and offered his insights about new products, new technologies and new trends in workspaces. The team also shared success stories of our new products, Float, Cubix, Solariz, Rombuzz, Platinum, and Duosoft, which gave us a significant edge over competition.

Ramki presented the new Brightness Management concept to the team and Alok Ghonsikar shared information about the importance of Design Registration of our new products. Reema Sahay made a presentation on Marketing Communications initiatives for this fiscal.

Retail Success in Q1

With a dedicated team in place for Retail segment, Wipro Lighting is all set to make a splash. The team started the year on a high note by bagging orders from Retail giants such as Reliance Retail, Spencers (RPG), Pantaloon and Raymond to name a few.

With a strong presence in Indoor Lighting segment, committed focus on Retail segment and an extensive range of products—from downlighters to wall washers, from pendant mounted fixtures to track lights—we are now capable of offering end-to-end solutions for any retail format. Our customized solutions for Retail, especially the trunking system won many accolades for its superior design and usability.

BY INVITATION

It is our privilege to have been given an opportunity to share this column with the Wipro Lighting community. To those of you who may not know us, we are Sunil and Raman (also known as “ the Mark Brothers ”). Our association with Wipro runs deep and we are extremely proud and honoured to have ridden the crests and troughs with Wipro Lighting ever since (well...almost) the first product range (remember WCC 85132?) was launched. The first black and white Wipro catalog of 92-93 is still with us as a souvenir.

The dynamics of business and the lighting industry has undergone a sea change since then, and we admire and respect Wipro the most for the fact that it has consistently managed to keep ahead of competition in the race. No less is our admiration for Wipro's sales and receivable management systems. The discipline in Wipro's dealer management has, in turn, had a positive rub-off in our business conduct. Disciplined business is quite satisfying to administer. We have always enjoyed being a part of Wipro's new product launches, which we can confidently say, are among the most thought out in the lighting industry. From the years of working with the Wipro team, we know the components and control gear are sourced from only credible and established industry players. All this confidence about your principal makes selling much simpler. We take this opportunity to thank Wipro for having taken us along on its growth path. Our learning curve on lighting has been deeply bolstered by our great and trusted relationship with Wipro in all these years.

Our satisfaction in business comes from ethical conduct of our business, customer trust being given all importance and technical selling that gives our customers confidence in the buying experience with us.

We are sure Wipro's brightest years are ahead and look forward to being a part of the growth story.

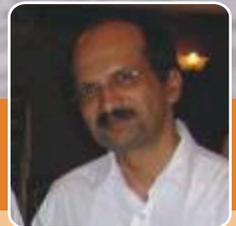
Sunil & Raman
Mark Industrials, Chennai



IN THE LIMELIGHT



Mr. R.S. Raman



Mr. Sunil Kumar

Mr. R.S. Raman

Mark Industrials, Chennai

Wipro Lighting – C&I Stockist since 1994

Hobbies: Hiking, Reading, Travelling and Listening to Music

Most dear ones: My wife & children

Most Memorable Moment with Wipro:

Sankalp '06, when we received a special award for completing 10 years with Wipro Lighting

Mr. Sunil Kumar

Mark Industrials, Chennai

Wipro Lighting – C&I Stockist since 1994

Hobbies: Reading and Travelling

Most dear ones: My daughter Malavika

Most Memorable Moment with Wipro:

When during the Sankalp '05 meet at Chennai, we joined in lighting the traditional lamp as one of the earliest Stockists of Wipro Lighting

ASTROSPEAK

Gemini

May 22 - June 21



Gemini, the sign of the Twins, is dual-natured, elusive, complex and contradictory. On one hand, it produces the virtue of versatility, and on other hand, the vices of

two-facedness and flightiness. When they are good, they are very attractive; when they are bad, they are even worse for being the charmers they are. They take up new activities enthusiastically but lack application, constantly needing new interests, moving from project to project as purposelessly as a butterfly dancing from flower to flower. Changing horses in the middle of the stream is another small quirk in the Gemini personality which makes decision making, and sticking to a decision, particularly hard for them.

Lucky colour : Green

Rulling planet : Mercury

Cancer

June 22 - July 22



The Cancerian character is the least clear-cut of all those associated with the signs of the zodiac. It can range from the timid, dull, shy and withdrawn to the

most brilliant, and famous. Outwardly, they can appear formidable – thick-skinned, unemotional, uncompromising, obstinately tenacious, purposeful, energetic, shrewd, intuitive and wise, sometimes with a philosophical profundity of thought verging on inspiration. They may themselves possess considerable literary, artistic or oratorical talent. Interestingly because they give the impression of being down-to-earth, they are often fascinated by the occult, and are more open to psychic influence than the average.

Lucky colour : Silver

Rulling planet : Moon

Best Wishes !!!

May

13 P. Balakrishna Prasad
Kowshik Electricals, Mysore

27 P. P. Lakshmanan
Vignesh Electric Co, Coimbatore

June

01 Dinesh Harilal Dave
Metal Craft Company, Vallabh Vidyanagar

12 Bhagwan S. Jethwani
Indian Electricals, Pune

15 Maulik Suketu Jhaveri
Gaurav Agencies, Mumbai

16 Praful Agrawal
M Sons, Raigarh

19 Deepak Deshpande
Gayatri Enterprises, Kolhapur

23 Narender Rawal
Rawal Electric Works, Chandigarh

24 Girish P. Bavishi
Chamunda Gas Agency, Joravarnagar

25 Deepak H. Shah
Vardhaman Associates, Vadodra

27 S. Dev
Industrial Trade Links, Sonbhadra

July

04 Pares B. Khatri
Nicky Enterprise, Gandhidham

18 Shiv Kumar Bahety
Shree Power Electric Company, Kolkatta

20 Suresh Sankpal
Tirupati Corporation, Hubli

21 Kamlesh Ramchand Tulsiani
Anmol Lights, Ahmedabad

24 Vinoo Kumar
BRBD, New Delhi

26 Sunil Kumar
BRBD, New Delhi



Play to win

Playing to win is not the same as playing dirty. It is not about winning all the time or winning at any cost. Playing to win is having the intensity to stretch to the maximum, and bringing our best foot forward. Winning means focusing on the game. The score board tells you where you are going, but don't concentrate too much on it. If you can focus on the ball, the scores will move by themselves. I recently came across this story that I thought I would share with you.

A group of alumni, highly established in their careers, got together to visit their old university professor. Conversation soon turned into complaints about stress in work and life. Offering his guests coffee, the professor went into the kitchen. He returned with a large pot of coffee and an assortment of cups: porcelain, plastic, glass, crystal- some plain looking, some expensive, some exquisite – and asked them to help themselves to coffee.

When all the students had a cup of coffee in hand, the professor said: "If you noticed, all the nice looking expensive cups were taken up, leaving behind the plain and cheap ones. While it is normal for you to want only the best for yourselves, you were more concerned about comparing your cups but what you really wanted was coffee. Yet you spent all your time eyeing each other's cups.

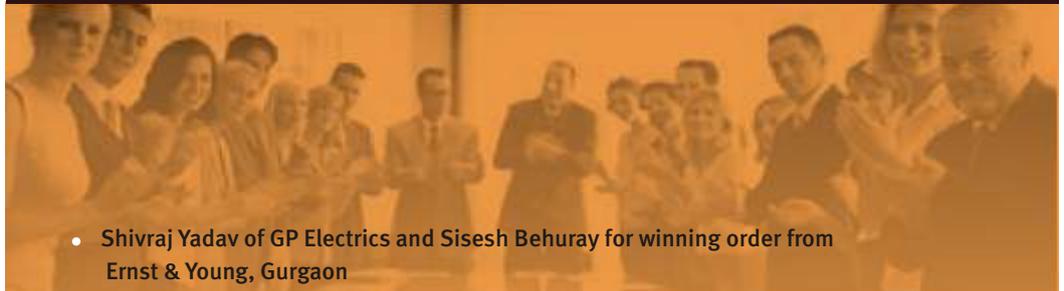
Now if life is coffee, then the jobs, money and position in society are the cups. They are just tools to contain Life, but cannot really change the quality of Life. Sometimes, by over concentrating on the cup, we fail to enjoy the coffee."

I wish you all every success in your career and your life.

Azim Premji

(Excerpts from his speech at a Business School)

Congratulations !!!

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- Shivraj Yadav of GP Electrics and Sisesh Behuray for winning order from Ernst & Young, Gurgaon
 - Puneet of Pusat Engineers; Muralidhar Naykar and Ramesh Rao for their double success in GE Healthcare and Subex Azure, Bangalore
 - Shravan Fomra of Fomra Electricals; Bobby Chandy and Sandeep Kaushik for bagging CSC, Chennai order
 - Bhawarlal of Vanita Lamp & Shades; Thippesha and Ramesh Rao for their double success in CGI and Oracle, Bangalore
 - Manoj Kumar of Kumar Electricals; Vishal Arora, Saurabh Agrawal and Shailesh Tokekar for winning the order from Ambi mall, Gurgaon
 - Shiv Bahety and Arun Bahety of Shree Power Electric; Arpan Bhattacharya and Shailesh Tokekar for bagging Spencer's Hypermart, Kolkata order
 - Shravan Fomra of Fomra Electricals and Sareesh Thiagarajan for winning the order of RRB Vestas and Hyundai motors, Chennai.
 - Puneet of Pusat Engineers; Saravanan and Ramesh Rao for their success in Strides Arcolab, Bangalore
 - Deepak of Gayathri Electrotech; Seetharam, Rahul Agarwal, Partha Banik, Deepak Agarwal and Pramod Mehta for bagging Vardhman Fabrics, Kolhapur order
 - Shiv Bahety and Arun Bahety of Shree Power Electric; Arpan Bhattacharya and Saurabh Agrawal for their success in Emami Towers, Kolkata

INCREDIBLE INDIA

Palace On Wheels

Feel the ecstasy of being Maharaja of yesteryears and capture the glimpse of royalty of Rajasthan. Come and discover the land of majestic hospitality, myriad of culture, and colours of chivalry on Palace On Wheels.

Travelling in the vintage salons that once belonged to the erstwhile Maharajas is an experience of veritable delight, an experience closest to the princely India. This 7-nights 8-days tour takes the traveller from Delhi to Jaipur , Chittaurgarh , Udaipur , Jaisalmer , Jodhpur , Bharatpur, Agra and back.

Smart, uniformed attendants are always at your service to take care of your needs. You are treated like a Maharaja or a Maharani during your stay on the train. Accommodation is available in twin and four-bed cabins. State-of-art amenities enhance the pleasure of travelling. Two dining cars serve excellent Indian and Continental cuisine. To complement the tourist needs, there is a bar and a library to relax. Each salon has aesthetic furnishings in all the cabins, hot and cold water facility and two toilets.

Palace On Wheels - the name says it all. It is a romantic link with the India's royal past. Aboard India's most famous tourists' train, you get a taste of luxury which was once reserved only for the kings and queens.

Right from the time, you arrive at the station to start your journey to the time you return, it is a royal treat all the way. Nowhere else in the world can you experience the lavish hospitality that has now become the hallmark of the Palace On Wheels.



WATCH OUT FOR....

