

Retail sector to drive Wipro Consumer Care growth

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Wipro Consumer Care and Lighting (WCCL), the FMCG business of Wipro, is expecting a huge growth in the commercial lighting segment driven by retail lighting solutions. The division, which contributed about 8 per cent to Wipro's turnover in the previous quarter, is expecting over 100 per cent growth in the retail lighting solutions space in the coming fiscal.

WCCL forayed into the retail lighting space about a year back with the launch of some lighting solutions catering to this space. The company now has a host of customers in this space including Aditya Birla Retail, Pantaloon Retail, IIG-Spencer's, Odyssey, Kalanidhi and Unilever.

"Even though we started offering retail lighting solutions some time back, we are expecting huge growth coming from this segment in the next few quarters. We are at the forefront in working with leading corporates putting up large format and specialty retail stores across the country," said Vineet Agrawal, President, Wipro Consumer Care and Lighting.

The retail lighting solutions market in India is estimated to be about Rs 1,100 crore and



Vineet Agrawal, President, Wipro Consumer Care and Lighting showcases new lighting products at a press conference in Bangalore on Tuesday

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growing at the rate of 25 per cent. Wipro also announced the launch of some new retail lighting solutions for all format of retail stores.

Agrawal said that the design of the lighting solution was purely in-house. We are developing Indian design for Indian customers, and in many cases customising these to fit

into the local requirements," he added.

Besides retail lighting, WCCL has also provided customised solutions to large public area workplace like Delhi Metro Rail Corporation and Bangalore International Airport.

In the second quarter of the current fiscal, WCCL con-

tributed Rs 372 crore to Wipro's consolidated revenue of Rs 4,790 crore.

During the quarter, the lighting business grew by 45 per cent year on year. The company is now looking beyond the metros and experiencing good growth from smaller towns, where it is growing more than 20 per cent year on year.