



Wipro Lighting and Schröder Partner to Light up Urban India and Smart Cities

Bangalore, November 28, 2018: Wipro Lighting, a business of Wipro Consumer Care and Lighting, has signed a **Premium Partnership Agreement** with Schröder, a leading global lighting solutions company. Under the agreement, Wipro Lighting can market Schröder Lighting products and solutions in India.

As a Premium Partner, Wipro Lighting will market **smart city products** and **beyond lighting solutions** along with Wipro brand portfolio. **Beyond Lighting solutions** is all about IoT based use cases and applications in Smart Cities and Smart Campuses. For instance, by using 'Shuffle Smart Pole' lighting infrastructure becomes the hub to collect and transport data for multiple services through the city.

Wipro Lighting, one of the leading lighting companies in India with 25 years of presence is a leader in Indoor Lighting. Over the last few years Wipro Lighting has introduced a new comprehensive portfolio to address the growing Outdoor LED Lighting Segment.

For 111 years, Schröder has been designing lighting solutions - from motorways, tunnels, residential streets and pedestrian areas - to monuments and more. The company is an expert in **Lightability™** and has been at the forefront of innovation. **Lightability™** reimagines the way light is used through efficiency, innovation, sustainability and expertise. Sealsafe®, the µR® (micro-reflector), miniR® and the Shuffle are some of the innovative lighting products and solutions the company has introduced in the past. Schröder employs 2,600 people worldwide.

Schröder uses street lighting to support connectivity in smart cities. It has created practical and sustainable lighting solutions that are tailored to locations from Rome's Coliseum to the Channel Tunnel. Smart street lights are the gateway to a true smart city



and the company uses this infrastructure in towns and cities to provide people-centered smart services with no major investment.

Mr. Anuj Dhir, Vice President (C&I), Lighting Business, Wipro Consumer Care & Lighting, said, “India is growing at a fast pace and Urbanisation is transforming the country. Lighting plays a very important part in Urban Development and helps cities and localities become safe and smart. New technologies in lighting are contributing immensely to make commercial and residential campuses and building stay safe, efficient and smart.”

Mr. Dhir added that Smart Cities is an important mission for the Government of India. The objective is to enhance the quality of living for citizens through superior and efficient use of technology and lighting solutions. “Our aim of partnering with Schröder is to bring their patented technology and products like Smart Streetlights & Smart Poles and expertise to empower smart cities in India and address the premium lighting requirements of an urban India. Schröder’s Lightability™ uses the power of light to improve cities significantly. This is one more offering on our **Internet of Lighting (IoL)™** platform and we are confident that this will help derive the best outcomes and make cities Safe and Smart.”

Mr. Carl Watson, Chief Regional Officer AMEA, Schröder SA, said, “Schreder is very honored and excited to be partnering with Wipro whom we recognize as a leading global lighting technology company. We believe that this coming together of two major lighting technology companies, it will allow us to offer the world’s most advanced and leading smart lighting products and solutions to the highly important Indian market.”

“We further feel that the scope to share ideas and develop new products and technologies with Wipro will be beneficial to our customers and respective companies. Schreder looks forward to this new partnership and to explore the opportunities it brings to all the stakeholders. We would like to thank our colleagues in WIPRO for helping us to successfully conclude this significant agreement,” he added.

Schröder

Experts in lightability™



Mr. Karim Boutaour, AMEA Strategic and Marketing Director, Schröder Group said, “Schröder is the global leader in smart outdoor lighting solutions incorporating LED technology and control systems. We have supported numerous cities in the smart city transformation globally with the IOT control solution and the smart pole application integration “The Shuffle”. Although Schreder has built a footprint over the last few decades in India, this new partnership with Wipro Lighting will enhance the offering to cities across India. The partnerships’ synergies will drive the increased demand for more interconnectivity while ensuring a safe and sustainable environment, and address some of the challenges of rapid urbanization.”

“India has laid the path for an ambition program in developing 100 smart cities affecting closer to 95 million people! Our collaboration with Wipro Lighting will provide cities the means to ensure a quality of life for those citizens while saving energy and reducing costs...and this is what is at stake for the future cities,” Mr. Boutaour added.

About Wipro Lighting

www.wiprolighting.com

Wipro Lighting, a part of Wipro Consumer Care and Lighting was started in 1992 to manufacture and market lighting products. Today Wipro Lighting has become synonymous with leadership in thought and reliability in the LED lighting industry. Wipro Lighting has a wide range of LED product offerings and profitable presence across application areas including modern workspaces, industries, retail, healthcare, pharmaceutical firms, roads & highways and landscapes.

Wipro Consumer Care and Lighting, a Wipro Enterprises business, is among the fastest growing FMCG businesses in India. Wipro Consumer Care’s businesses include personal wash products, toiletries, personal care products, baby care products, wellness products, electrical wire devices, Domestic and Commercial lighting and Modular office furniture. It has a strong brand presence with significant market share across segments in India, South East Asia and the Middle East.

About Schröder:

www.Schreder.com

Schröder is a worldwide leader in intelligent outdoor lighting solutions. The company, founded in 1907, is present in over 35 countries spanning 5 continents. Our tradition of engineering means we have been at the forefront of innovation throughout our history. The latest wave of urbanism means city centres are becoming more vital than ever: connectivity is crucial. Experts in lightability™, we propose lighting infrastructure that will play a pivotal role in building Smart Cities and future communication networks.