

Wipro Lighting shines at Pune

November 12, 2004

Wipro Lighting, the FMCG Business of Wipro Limited showcased its range of Architectural Outdoor Lighting, LED based systems, Brightness Management and Lighting Control Solutions at its 'Light Show' in Pune. 'Light Show' is Wipro lighting's premium event to launch latest products and technologies.

The highlight of the Light Show at Pune was that customers interacted with Wipro Lighting specialists and received professional consultancy to find the right lighting solution to meet their needs. Wipro has a culture of interacting with customers to help them understand and acquire the right lighting solution for their needs. This interaction also helped to receive feedback for developing new products and applications. The company has a strong team of Product Designers and Application Specialists apart from its Sales and Marketing team who interacted and educated the customers during the Light Show.

"Good Lighting is about creating the right ambience and effects. It is about creating different moods and giving you control over your lighting environment. Importantly one should have the flexibility of changing your lighting to adapt to a new situation. This flexibility is provided by Wipro Lighting solutions," said Rajesh Kochhar, Chief Executive - C&I Business.

Wipro also showcased products for outdoor landscape applications. This is again a segment where Wipro enjoys leadership position. The daylong Light show evoked good response in Pune.

Mid Day, Pune