

Wipro launches power-saving products in city.

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Wipro Lighting, the FMCG Business of Wipro Limited, today showcased its range of lighting solutions including fixtures and controls at its "Light Show" organized at Hotel Tuli International here.

Briefing the media persons, Wipro Lighting's marketing manager (C & I) Anuj Dhir said the company has launched 30 types of bulbs and tubes to cater various segments. The products mainly consist of outdoors and landscape applications. Wipro enjoys leadership position in this segment, he informed.

Mr. Dhir said the newly launched "Fantasy" range has 20 different products, right from garden lamp pool to street bulbs. All these bulbs are waterproof and are in the range between 150 watts and 400 watts. These bulbs have inbuilt sensors, which reduces its intensity in late night. This helps in reducing the power consumption.

The "Clean Room" range of products is launched to cater the needs of medicine producing companies, hospital, etc. These bulbs are careful, especially during the operations.

The "Well Glass" range is launched for the companies engaged in the production of petrochemicals, chemicals, etc., while the "Brightness management" range is launched for the conference halls, party halls and big corporate offices, Mr Dhir informed.

The company generally provides the designing pattern for the customers for making maximum out of minimum with proper arrangement of lights, which helps in reducing the power, he said.

The company has so far installed its systems in the city at Raymond plant, Morarji – brembana plant, etc, he informed.

Elaborating further, Mr Dhir said this "Light Show" is Wipro lighting's premium event to launch latest products and technologies in this part of the region. The company has a strong team of products designers and application specialists, apart from its sales and marketing team.

Wipro Lighting has a strong presence in Indoor lighting where it has leadership status in major segments, like Modern Work Spaces, Lighting Controls, manufacturing & pharmaceutical, healthcare facilities etc with growing awareness and demand for quality lighting solutions for indoors. Wipro is confident of meeting the consumer needs in full, he said.

Wipro works closely with architects to provide the right solutions to the customers. It has been at the forefront in providing innovative and energy efficient solutions with the latest International Technologies backed with service commitment through wide network of 15 branches and over 100 stockiest.

Wipro Lighting a part of Wipro Consumer Care and Lighting group was started in 1992 to manufacture and market lighting products, Mr Dhir said.

Mr. Prashant Shiledar, regional officer for region was also present at the conference.

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