



## 2017 INDIA LED LIGHTING VISIONARY INNOVATION LEADERSHIP AWARD

### Who is Frost & Sullivan?

Frost & Sullivan is a leading global strategy consulting company, headquartered in the US. Established in 1961, in New York City, the company today has 40+ offices across the globe. It has seven offices in India (Bangalore, Chennai, Kolkata, Mumbai, New Delhi, Pune and Gurgaon), three offices in the Middle East (Dubai, Bahrain and Dammam) and one in Nepal.

The company has a domain knowledge approach to strategy consulting and has been working closely with multiple family run businesses/corporate groups, governments and the public sector in India, the KSA, and the GCC to develop their long-term strategy and identify specific areas of business opportunity.

### About the 2017 Frost & Sullivan Best Practices Awards:

Frost & Sullivan Awards recognise companies across regional and global markets for outstanding achievement and performance in superior leadership, technological innovation, customer service, and strategic product development.

### Why Wipro Lighting?

Companies today look forward to a revolutionary restructuring of their commercial workspaces that integrate efficient systems with eco-friendly benefits. One such revolution has been in the field of lighting with the introduction of LED lights. Among the numerous players in the South Asian region, Wipro has been India's champion in indigenous light manufacture and supply throughout the country.

Wipro provides a wide range of energy efficient lighting solutions, control systems & components, and smart lighting applications for commercial, industrial & residential space with a large market presence in both indoor and outdoor equipment categories. In addition, with the changing trends, Wipro also manufactures IoT (Internet of Things) enabled intelligent lighting solutions thereby aiming to play a part in the smart cities projects across the nation.

Besides being intelligent, Wipro's products have also been recognized and awarded globally by renowned academies such as Red Dot Award: Product Design, Design for Asia Award, Label Observateur du Design, and Indian Design Mark.





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Innovative designs have helped Wipro gain favour among interior designers and residential end consumers alike. Comprehensive product availability helps Wipro capture the highly differentiated end consumer market that looks for aesthetic design with latest technology offerings. Innovation in design aspects has helped Wipro to capitalise a market which was earlier reliant on costlier imports and longer supply times. By integrating the infrastructure and networking capabilities of Wipro along with Wipro Lighting's innovative design, the company looks forward to a significant presence in the market.

Apart from design, Wipro Lighting's products are customized as per client requirements. Its visionary innovation lies in product features that incorporate factors such as increased efficiency, greater luminance, reduced space, and increased durability with the advantage of being eco-friendly (Infra-red and Ultraviolet radiation free). This feature provides a greater commercial marketability feature for both residential and industrial laboratories as eco-friendliness is nowadays a major concern for purchasing lighting products worldwide.

Thus, Wipro aims to maintain its position among industry leaders in the LED market by offering high efficiency economical and comprehensively designed products for the Indian market. Through a comparative evaluation of Wipro against its peers, Frost & Sullivan recognises Wipro Lighting with the 2017 India LED Lighting Visionary Innovation Leadership Award.

### Research Methodology

An eminent jury deliberated on structured data and a research backed presentation / recommendations by our Senior Industry Experts. Frost & Sullivan's Industry Experts track markets and companies by holding detailed interactions with industry experts, market participants, end-users, other stakeholders / value chain players and extensive research of proprietary data, to compile the Jury Evaluation Matrix. Evaluation by the jury ultimately results in the final Awardee, from among the nominees.



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## Key Benchmarking Criteria

In addition to the above methodology, specific benchmarks are considered to ascertain the final ranking in the industry. The company that excels in one or more of the following criteria is declared as the winner:

- Innovation directed toward addressing Opportunities / Threats from Mega Trends
- Transformative Ideas and their Likely Impact
- Competitive Positioning
- Organization buy-in and long-term plans

## How can Wipro Lighting Work for you?

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