



reddot award 2017
winner

Wipro Lighting wins Red Dot award for excellence in product design for VERGE LED

Bangalore, April 19, 2017: Wipro Lighting, part of Wipro Enterprises (P) Ltd., India's leading LED lighting company, announced that it has won the prestigious Red Dot Award: Product Design 2017 for its lighting product – **VERGE** LED, in the product design category.

VERGE LED is Wipro's signature lighting product for modern work-spaces designed by the company's industrial designer Prajakta Rokade. It blends in innovatively and captures the essence of any workspace. **VERGE** LED enhances the elements of the space it is going to belong, creating a unique volumetric lighting experience.

Red Dot Award: Product Design 2017 is a well-regarded international design competition. For over 60 years, an expert team awards the seal of quality for good design and innovation to the outstanding designs of the year. This year, a jury of around 40 independent designers, design professors and specialist journalists evaluated each individual product. The competition assessed 5,500+ entries from 54 countries.

Anuj Dhir, Vice President & Business Head, Commercial Lighting, Wipro Consumer Care and Lighting said, "Design & Innovation is a way of life at Wipro. We are delighted to win this award, a testimony to our focus on innovation and encourages us to bring in more innovation and value to our customers."

Professor Dr. Peter Zec, founder and CEO of the Red Dot Award said, "The Red Dot winners are pursuing the right design strategy. They have recognised that good design and economic success go hand in hand. The award by the critical Red Dot jury documents their high design quality and is indicative of their successful design policy."

About Wipro Enterprises (P) Ltd.

Wipro Lighting, a part of Wipro Consumer Care and Lighting Group 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 group (WCCLG), a part of Wipro Enterprises (P) Ltd, is among the fastest growing FMCG businesses in India. Wipro Consumer Care's businesses



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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.

For more information, please visit our website at www.wiprolighting.com

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