



# Equipment INDIA<sup>®</sup>

India's First Infrastructure Equipment Magazine

## 'Tech-Knowledgy' The Way Forward

### Experts Speak



**Ramesh Palagiri**  
MD & CEO,  
Wirtgen India



**Sandeep Singh**  
President, ICEMA &  
MD, Tata Hitachi



**Wilfried Theissen**  
MD, Putzmeister  
India



**Shandar Alam**  
MD, Hydraulics &  
Vehicle Business-  
India, Eaton

## ISSUE HIGHLIGHTS

Role of New-Age Technologies in Construction Equipment Value-chain - Technology has always been important to meet the challenging demands. What are the new technologies emerging in infrastructure equipment? Experts explain...

**Analysis:** Indian Construction Equipment Market Scenario

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# SWITCHING TO A SUSTAINABLE MARKET

Despite COVID-19, the lighting and switches market will grow with innovative solutions and greater customisation, discovers **CW**.

The Indian lighting and switches market is expected to grow at a CAGR of about 12 per cent by 2023. "Major demand drivers include integrated lighting control systems, smart LED lights and modular switches," says **Kishan Jain, Director, Goldmedal Electricals**.

The lighting market stands at ₹150 billion, with LED lighting constituting almost 80 per cent. The LED industry was expected to grow in high single digits; however, with the current Coronavirus outbreak, growth may be more muted during the rest of the year, believes

**Sumit Joshi, Vice Chairman and Managing Director, Signify Innovations India (previously Philips Lighting India).**

**Dinesh Aggarwal, Joint Managing Director, Panasonic Life Solutions India**, believes normal market demand will return only around September. He views the discontent with China as an opportunity for Indian manufacturing firms to influence a shift of operations. "This will have to be backed by government in terms of ease of starting and perhaps some fiscal incentives."

The electrical segment has taken a hit owing to the pandemic, with

the lockdown and manufacturing further expected to be delayed as many companies source components from China and other countries. In Jain's view, this will lead to a gap in the demand and supply chain.

## **COVID-19 still doesn't derail the plans of manufacturers**

Signify Innovations India is investing significantly to grow its smart home lighting business in both offline and online channels. By the end of the year, it expects to double its retail presence in smart lighting with new Philips Smart Light Hubs opening across various cities.



## QUICK BYTES

- The Indian lighting and switches market is expected to grow at a CAGR of about 12 per cent by 2023.
- With the Coronavirus outbreak, normal market demand is expected to return only around September.
- Energy-efficient, eco-friendly, dynamic designs are the way forward.

It will also expand its presence in the rural channel with customised offerings. In the professional lighting space, Joshi says, "We will strive to grow our Interact connected lighting installations in offices, public buildings, retail stores, hotels and landmarks. And, in the coming year, we will focus on new 'light fidelity' (LiFi) installations, trying to expand to new user applications."

Panasonic Life Solutions will launch a new eco-friendly Switches series for project clients with innovative features such as toggle-type mechanism and flame retardance. Further, it will introduce an all-new exclusive range of switches under 'Ziva' in the current fiscal. On the lighting front, Aggarwal says, "We will be adding a dedicated R&D and testing facility, with an investment of ₹60 million, which will help us design and make high-quality products for domestic and export markets, and will reduce our new product development

timeline by nearly 30 per cent."

Wipro, too, is working on developing a range of smart and connected IoT-based solutions for commercial office and outdoor applications under its brand umbrella of Internet of Lighting (IoL)<sup>®</sup>, as **Anuj Dhir, Senior Vice President and Business Head, Commercial Lighting Business, Wipro**, shares. In the commercial office segment, a new range of products is planned for collaborative areas; while for industry and outdoor segments, the company is working to launch a versatile range of high-performance and high-efficacy products.

### Innovations: Key to enhance user experience

The digital capabilities of LEDs enable tremendous customisation in terms of light output and application and have also brought illumination and IoT together. This has led to the emergence of connected lighting, transforming lighting to a fully integrated system that can seamlessly connect with a wireless network or Ethernet, allowing users to remotely control, monitor and customise it. "This has multiple applications in smart



**"Normal market demand will return only around September."**

**- Dinesh Aggarwal, Joint Managing Director, Panasonic Life Solutions India**

cities, buildings and homes, making lighting intelligent and personalised," says Joshi.

Some of Signify's recent innovations include human-centric lighting; connected lighting; LiFi, a technology in which high-quality LED lighting provides a stable and fast broadband Internet connection through light waves; and 3D-printed luminaires.

Solutions like Power over Ethernet (PoE), wireless control of lighting with BLE technology, LiFi technology for secure data transmission in sensitive areas, centralised monitoring and control of lighting in smart cities are possible with Wipro's Internet of Lighting (IoL)<sup>®</sup>. "We are ready to provide PoE-based lighting solutions and inSync<sup>™</sup> human-centric lighting solutions for

## Reducing Operational Costs

"We focus on keeping the total cost of ownership (TCO) – the initial cost as well as installation, maintenance and operational cost – in control, to help consumers and business owners choose the right energy-efficient product or solution," says **Anuj Dhir, Senior Vice President and Business Head, Commercial Lighting Business, Wipro**. "Our high-efficiency products drive performance with huge energy savings and reduced operational costs. With such high efficiency, a lower quantity of products or high wattages is required, thus reducing operational costs and, eventually, TCO. For instance, Wipro's Radial Pro+ takes efficiency to a new level by delivering 150 Lm per W and driving industry performance with huge energy savings." Wipro also offers a variety of options in wattage and system output requirements.

Buying local will definitely help reduce the capital investment in decorative and functional lighting systems, along with switches, adds **Arjun Rathi, Principal Architect and Light Expert, Arjun Rathi Studio**.



**Anuj Dhir**