

# BS MARKETING INITIATIVE

# LEDs: FUTURE OF LIGHTING INDUSTRY

## LEDs NEED TO ADHERE TO SAFETY STANDARDS, GAIN CONSUMER TRUST

### THE CAPTAINS OF THE INDUSTRY SPEAK

"The LED market in India is fragmented with the easy availability of non-branded products placed at various price points. These non-standardised and low-quality products possess serious safety hazards for the consumers besides causing significant losses not only in terms of energy output but also in tax revenues for the Government. The lower entry barrier aids these products to reach newer markets and attracts attention from a wide range of consumers. Today, most consumers are evolving and adopting safe, well designed and innovative products which enhance not only their lifestyles but also ensure well-being at home. With the relentless efforts of BIS (Bureau of Indian Standards), standardisation of LED products has been practiced across the industry in order to ensure consumers' safety and benefits. However, in this ever-evolving market and technology spectrum, serious enforcement measures must be deployed to ensure seamless standardisation for all products for the advantage of our end consumers."



— SHEKHAR BAJAJ,  
CMD, BAJAJ ELECTRICALS LIMITED

"It is imperative to adhere to stringent safety standards and foster energy efficiency in the country. The survey by Business Standard on compliance levels in BIS and legal metrology norms across India has shed light on some alarming trends in the country. The survey reveals that 52% brands surveyed are BIS non-compliant & 67% are legal metrology non-compliant. This necessitates for the industry, at large, to reinforce corrective measures, conduct rigorous quality checks and ensure products that are safe, secure and standardized. At Havells, we enforce strict production and certification norms on all our products, including lighting range, and maintain quality control to appeal to our consumers. If we are vigilant in our approach and make sure to offer products with authentic certification, this in turn will curb influx of low-quality, counterfeit products as well."



— ANIL BHASIN,  
PRESIDENT,  
HAVELLS INDIA LIMITED

The LED lighting industry is poised to grow swiftly, and to make a significant contribution to India's economic growth. As any industry enters such a period, safety norms become an important factor. This industry is no different. In fact, it assumes even greater significance, since the vast majority of our products are deployed in public spaces. Low energy costs will definitely benefit the public, but this must not be at the cost of public safety. In this context, the BIS Compliance Study, conducted by Nielsen on behalf of Elcoma, yields disturbing results. Overall BIS non-compliance averages at close to 50% nationally, with select key states registering far higher levels. What causes even greater alarm is the fact that the incidence of non-compliance shoots up in newer markets, compared to older ones. This means that a higher proportion of sub-standard products are cropping up in precisely those markets that the industry needs to develop for future growth. This obviously places a lot of responsibility on the shoulders of the industry, as well as consumers. Industry players, both big and small, must maintain single-minded focus on one simple thing – the manufacturing of high quality products, which adhere to the highest safety standards. In our own organization, we take this very seriously, and ensure thorough testing at every stage of manufacturing. Consumers are the ones who are ultimately affected. This is why it is important for the public to actively check the safety ratings of products before purchase, and choose only products which are safe. There may be a difference in the pricing, but is it worth taking the risk of buying unsafe products, which may affect the safety of their entire home? Once they factor safety into their purchase decision, as a matter of habit, the industry will follow suit. Campaigns educating the public, by both individual players and industry bodies, are the need of the hour.



— ANIRUDH KAJARIA, MANAGING DIRECTOR, CENTURY LED LTD.

LED lighting has not just been a technological revolution but a revolution that completely disrupted the prevailing market scenario for better. It was in the year 2014, LED lighting segment was given a major leg-up by the Government. The LED revolution helped the market get rid of unscrupulous players upto some extent, but still safety and performance considerations were not adhered to by all the players. Further cheap imports kept the market flooded and turned out to be a major challenge for the organized sector. Though the BEE star rating has been made mandatory from July 2014, its positive effect is yet to be observed and the currently there are insufficient resources at BEE to completely weed out the sub-standard products from the market. We had already seen the similar proliferation of sub-standard products in the early 2000's in CFL lighting segment, but once the BIS certification was made mandatory in 2007-08, such products were gradually weeded out over the next couple of years. In line with the government's commitment towards Make In India, it is imperative to curb the influx of cheap imports which at one hand promotes evasion of tax and duties by the unscrupulous players who give a severe blow to government's revenues and on the other hand they compromise with the safety of the consumers, which is a major threat. It's high time the government and the Industry should come together to end the menace of illegal imports and a concrete step in this direction will ultimately create a win-win situation for all the stakeholders including the government, consumers and the industry.



— RAKESH ZUTSHI,  
MANAGING DIRECTOR, HALONIX TECHNOLOGIES LTD.

"Spurious & non-branded LED products are not safe for the consumer and doesn't help the Industry. These products do not follow any specified quality parameters or standards. Consumers expect LEDs to provide long life and lower power consumption. Non branded LEDs consume more energy, have a much shorter life and low lumen output. In the long term consumer ends up spending more money buying a non-branded LED product as he has to use more lights for the same light output or the product fails too soon. Although laws are in place against sale of non-standard LED products; strict enforcement is required to ensure everyone confirms to the BIS standards thereby protecting the consumer interest and safety"



— MR. SANJAY GUPTA,  
SENIOR VICE PRESIDENT AND BUSINESS HEAD,  
WIPRO LIGHTING

As a leading player in the lighting category in India, Jaquar Lighting follows the highest standards in manufacturing and testing of LED bulbs. All our lighting products are BIS compliant and adhere to government regulations. In order for the category to grow and present itself as a trusted commodity for consumers, it is imperative that all brands comply with the necessary regulations and help light up India



— RANBIR RAJ MEHRA,  
DIRECTOR, JAQUAR LIGHTING

This survey done by ELCOMA through Nielsen highlights the presence of high levels of noncompliance wrt. BIS standards and legal metrology for LED Lighting products in India. As per the survey which is a follow up to the similar survey done last year, more than 50% of the brands surveyed were found to be non-compliant in terms of BIS standards and legal metrology requirements. "This is an alarming situation and we expect the government to address the issue to ensure that consumer rights are not compromised. The industry and the consumers believe that government should step in quickly as it not only impacts quality and reputation, but it eventually impacts manufacturing in India as low-cost imports of components is eating away the edge that the Indian manufacturing industry is trying to establish. We at Orient Electric strongly believe in "make in India" and have set up two manufacturing facilities for LED Lighting and are committed to BIS Standards and other standards established by the government. We look forward to the authorities for increased vigilance and enforcement of standards so that the organized players who are following all the standards and rules are motivated to keep on providing the quality products and get a level playing field."



— PUNEET DHAWAN, EXECUTIVE VICE PRESIDENT  
& HEAD OF LIGHTING BUSINESS AT ORIENT ELECTRIC

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