



Moser Baer promotes energy efficiency lighting in residential segment

- *Launches a door to door campaign in across India during its pilot phase*
- *To cover more than 20% RWA's in the next 9 months*

02 July 2014, New Delhi - Moser Baer India Limited , one of the key players in the emerging LED lighting segment in India launched an unique campaign to promote energy efficient products to tackle the power deficient scenario. The campaign, 'Energy bacchao, aache din lao – a RWA Abhiyaan' is aimed to reduce the energy consumption as the country is going through a phase where there are not many incremental power plants getting commissioned during next ten years. Hence, the initiative focuses on educating the consumers on the need to conserve electricity in homes and public places. The campaign, which is a first of its kind, is being organized in all the major cities of the country e.g. Delhi, Mumbai, Bangalore, Ahemdabad, Surat, Gurgaon, Noida, Kolkata, Patna, Bhubaneswar, Jamshedpur, Baroda, Dehradun by any LED manufacturer in India.

Deepak Shetty, Senior Vice President, Domestic Sales & Marketing, Moser Baer India Limited talking about the need of the initiative said, "It has been observed that in the recent months that LED lighting is gaining acceptance in commercial and industrial utilization. However, its penetration rate in domestic households has been low, mainly due to low awareness on benefits of LED lighting. We are reaching out to RWA's to provide live demonstrations of LED products and highlighting its energy efficiency. LEDs are infinitely scalable, extremely reliable, and comes with a much longer lifetime as compared to other means of lighting, thereby reducing up to 60-70% of the monthly electricity bill."

He added that the efficient energy management is the future of electricity consumption and the world has already moved towards LED lighting. We have met with lot of success as we have been able to dispel myths regarding high cost of the LED and long break even period.



About Moser Baer India Ltd.

Moser Baer India Limited headquartered in New Delhi, is a leading global tech-manufacturing company. Established in 1983, the company has successfully developed cutting edge technologies to become one of the world's largest manufacturers of Optical Storage media like CDs and DVDs. The company also emerged as the first to market the next-generation of storage formats like Blu-Ray discs in India. Over the years the company has entered into exciting areas of content replication, home entertainment and is a market leader in the high growth photovoltaic space. It is the only company worldwide to receive the prestigious 5-star rating from TÜV Rheinland for 3 years in a row (2009 - 2012) maintaining highest standards of quality in manufacturing PV modules. Moser Baer India has emerged as one of the most credible brands focused on hi-tech manufacturing and R & D activities. It is continuing to unfold the next generation innovative technologies that will catapult India into a respectable manufacturing hub.

Website: www.moserbaer.com

For further information, please contact :

Corporate communications:

Communications.mb@moserbaer.in

011-40594175