

June 23, 2015

The Manager,
Listing Department
The National Stock Exchange of India
Limited,
"Exchange Plaza", C-1, Block G,
Bandra- Kurla Complex,
Bandra (East), Mumbai- 400 051

The Corporate Relationship
Department
Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai- 400001

Symbol- MOSERBAER Series- EQ

STOCK CODE-517140

Sub: Press Release

Dear Sir,

Please find enclosed herewith a copy of the Press Release which is being released today.

Thanking you,

Yours faithfully,
For Moser Baer India Limited


Company Secretary



Encl: As above

812



Moser Baer set to etch national footprint for LED lighting business

- *Launches a LED sales force recruiting drive*
- *Ramping up stockists and distributors across the Country*

23 June 2015, New Delhi - Moser Baer India Limited, one of the key players in the emerging LED lighting segment in India has launched a nation-wide campaign to increase its sales manpower and stockists. This drive is in sync with the Govt plans to save \$2 billion in four years by cutting down on energy usage by 10,000 MW during peak hours by promoting LED lights and improving industrial energy efficiency. **Minister of Power, Piyush Goyal** had recently said "I hope to utilise these savings to power the homes of 280 million Indians deprived of energy access, sadly, 67 years after independence.", which lends thrust to the company's plan to enter the LED lighting business.

Deepak Shetty, Chief Marketing Officer, Domestic Sales & Marketing, Moser Baer India Limited talking about the need of the initiative said, "Considering our targets for LED business, we have decided to ramp up our presence by increasing our manpower strength and stockists across the country. Our recent interactions in various markets have been very positive and we hope to be able make headway in this market which is laden with opportunity."

Lighting accounts for more than 17% of the electricity consumption in the Indian market. With the gap in the electricity deficit burgeoning, the need for efficient lighting solutions like LED has increased. With the LED lighting market in India still in a niche stage and adoption of LED based bulb limited, hence the company sees opportunity in LED Lighting market which is projected to reach \$2.2 billion by 2021.

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

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