

The power to save energy is now in your hands, with Surya Roshni's innovative range of Smart Downlighters

Starting at just INR 1500, the high-tech 15W Smart Downlighters can be controlled by a remote, and work without WiFi or internet

New Delhi, October 4th, 2021: India's second largest consumer lighting company, Surya Roshni has launched a new range of 15W Smart Downlighters as part of its innovative Smart Light series. Designed to match every mood, the high-tech lights do not need Wi-Fi or internet to function, and can be operated with a remote.

The Surya Smart Downlighters are tunable, with the ability to change from warm to cool light, with different intensities. They are also dimmable, to allow you to change the lighting according to the mood that you want to set. Multiple Smart Downlighters can be controlled with a single remote, and a timer can be set to switch off the lights. While each LED smart downlight is priced at INR 1500, the remote costs just INR 500.

Commenting on the launch, Mr. Nirupam Sahay, ED & CEO, Lighting & Consumer Durables, Surya Roshni said, "We want to continue the success that Surya Roshni has achieved in over the last four decades by being at the forefront of India's lighting industry. By introducing these innovative, smart yet affordable downlighters, we are reinforcing this leadership position, and we will continue to drive LED and Smart Lighting leadership across both the Consumer and Professional segments in the country. Our Smart Downlighters are high on functionality, easy to use, and yet affordable."

The company has also onboarded Ogilvy and Mather as its creative partner to strengthen its value proposition in building a new brand identity.

About Surya

With a legacy built over close to 50 years, Surya Roshni is one of India's most respected and trusted brands for Lighting, Consumer Durables (Fans and Home Appliances), Steel Pipes, and PVC pipes. Established in 1973 as a steel tube-making unit, the company later diversified into Lighting, PVC pipes and Consumer Durables. Over the years, the Delhi-based company has emerged as the 2nd largest Consumer Lighting brand, the largest manufacturer of GI pipes, and a frontrunner in the country's Consumer Durables and Steel Pipes and Strips industries.

With 21,000+ dealers and 250+ distributors countrywide for Steel Pipes and Strips; and 2,50,000+ retailers and 2,500+ dealers countrywide for Lighting, Surya possesses a robust pan-India presence, including in rural and semi-urban areas. Besides, the company also has a strong global outreach with an export presence in over 50 countries.

Keeping customers at its core, Surya Roshni has transformed both the Lighting & Consumer Durables and Steel Pipes & Strips businesses as self-sustaining in terms of Profitability, Debt servicing & Growth. They are capable to win in their respective markets, with the help of their strong brands, extensive distribution network and loyal customers. The company achieved revenues of INR 5,561 crores in FY 2020-21. Surya will continue its journey as a modern, innovative, progressive and future-forward brand that delivers a wide range of products, with a razor-sharp focus on innovation and quality.