



An IS/ISO 9001, An IS/ISO 14001
& IS: 18001 Company



SURYA ROSHNI LIMITED

LIGHTING DIVISION

CIN -L31501HR1973PLC007543

Padma Tower-1, Rajendra Place, New Delhi-110 008

Ph.: +91-11-25810093-96, 47108000 Fax : +91-11-25789560

E-mail : suryaroshni@surya.in Website : www.surya.co.in

Surya Roshni and Snapdeal partnership makes LED bulbs affordable for all

-7 watt Surya LED bulbs available on Snapdeal at most affordable prices

-The partnership initiates a disruptive trend in energy conservation through LED activation

Surya Roshni is a nationally and internationally accepted Brand and holds pre-eminent position in the Indian lighting industry. The Group which has until recently concentrated only on traditional channels to target consumers has entered into a strategic alliance with Snapdeal, India's largest online marketplace. This tie-up initiates a disruptive trend in energy conservation by making LED bulbs affordable and within reach of millions of people in tier 2 and 3 areas who otherwise would have found LED bulbs inaccessible and unaffordable.

Surya's eco-friendly and energy saving LED bulbs will be available for sale on the E-commerce website from January 2016. This alliance reflects the thrust the Group places on "**social causes**" – production and sale of environment-friendly products being one of them.

Mr. B. Raju, Managing Director - Surya Roshni Limited, said, "LED is widely acknowledged as the future of 'lighting technology'. Surya understands this fact and manufactures LEDs which ensure energy savings, lower maintenance costs, high brightness, high power factor, instant lighting and assure an impressive lifespan – distinct advantages which propel the LED revolution forward. Its entry into the e-commerce market is planned in a big way with its aggressive strategies of introducing new range.

Speaking about the tie-up, **Rahul Taneja, Vice President Category Management, Snapdeal** said, "LED is the future of lighting technology and key to India's problem of energy conservation. We need to encourage mass use of LED bulbs, at homes and offices. The tie-up with Surya Roshni is a step towards this direction and this will allow people to replace inefficient lamps with LEDs and save cost and energy."

This strategic partnership is in line with the government's initiative of "Make in India" and giving Surya's "Go- Green" campaign a big push and it will also support the Government's commitment to make LED a way of life in India.

For SURYA ROSHNI LTD.



B B Singal

VP & Company Secretary

SURYA

CFL, BULBS & TUBES

Regd. Office : Prakash Nagar, Bahadurgarh, Haryana - 124507, Ph.: 01276-241540-41

