

EWS Geyser Now 5-star Rated



A O Smith India Water Heating Pvt Ltd's EWS water heater has been recently granted 5-star energy rating from the Bureau of Energy Efficiency (BEE). The product is being re-launched as the HSE-SDS.

Commenting on the development, managing director Tamal Chaudhuri says, "Now, with 5-star rated water heaters our customers will be able to save around 50% of electricity. Going forward, we

aim to get most of our products 5-star rated."

According to Chaudhuri, energy-efficiency has become one of the top factors in a consumer's decision-making process after price, brand and colour. "In a normal Indian household, most individuals worry about energy consumption of electronic appliances."

He asserts that the EWS water heater is an advanced version with a slew of unique features such as patented Blue Diamond glass lining, temperature control knob and thermal cut-out.

"The water heater comes with glass coating that helps to prevent scale formation and extends the life of the heating element. Besides, the Blue Diamond technology makes the inner tank stronger and corrosion-resistant. The heater comes with a safety valve as standard equipment. The valve is designed to automatically relieve pressure and discharge water in case the pressure overshoots the preset limits."

For its HSE-SDS line, A O Smith offers longer warranty, including 7-year warranty on tank, 4-year extended warranty on heating element, and 2-year comprehensive warranty on the product.

Schneider Electric Launches Smart-UPS VT

Schneider Electric IT Business has launched a 3-phase Smart-UPS VT with hot swappable batteries for small and medium businesses in India. "A 3-phase power protection unit, the Smart-UPS VT is designed keeping in mind typical Indian usage conditions, specifically with features like hot swappable batteries and pull-out and swappable power modules," says Bhagwati Prasad, head-business development.

According to Prasad, the conventional battery solution is generally identified as the single largest reason for UPS failures. "The Smart-UPS VT is reliable with double conversion on-line topology for zero transfer time. It's this flexibility that allows users to scale up capacity of the UPS as needed. It is adaptable and comes pre-assembled and tested, hence helps speeding up deployment time. There is additional internal hot swappable battery capacity for longer runtime. The hot swappable battery modules are individually monitored to increase the life of the batteries."

Schneider's product is aimed at small data centres, server rooms and network closets in India with a focus on retail, BFSI, IT/ITES, and media sectors. Small and medium businesses (SMBs) are often plagued by poor server room installations due to lack of specialised IT resources. This results in frequent system downtime due to technical glitches, low efficiency and poor run time of server room infrastructure. There are also frequent power cuts.

Prasad informs that hot swappable batteries can be easily substituted without interrupting the load, thus allowing smooth working conditions. "The swappable power module comes with a unique slide in/out concept that makes it easy to replace the entire module. The UPS also ensures highest efficiency of 96% at a 100% load and reduces total cost of ownership by 40% over five years." He adds that with a battery life of 3-5 years, Smart-UPS VT will give the company an opportunity to capture the market for 3-phase units within the SMB space.

SSK is on Expansion Mode



Pune-based SSK Group has diversified into the LED-based lighting segment and is now looking to expand its distribution network. "At present, we have 60 distributors for our lighting products, which we are planning to take up to 250 by the end of the current fiscal," said Sundeep Khurana (sundeep.k@sskgroup.in), vice president of the group. With the increasing appreciation of LED-based lighting in India, the company is thrilled about its prospects and feels the time is ripe for the lighting business to grow.

Khurana informed that the company has recently acquired a LED chip manufacturer in Korea. "As of now, all our products are being manufactured and assembled there. We are getting completely finished products for the Indian market. This 'Made in Korea' tag will surely help us to set foot in a strong manner." He asserted that all the products are competitively priced as they are aimed at the bottom of the pyramid. SSK Group is a prominent name in the cell phone industry, electronic appliances, variable data printing, retails, agriculture and real estate.

The company is aiming to take LED lighting to masses by offering retrofit solutions. "We are trying to connect with the end-users, telling them the benefit of LEDs over the conventional light sources."

It has developed both electronic and print campaigns, which are already on air. Currently concentrating on brand building and distribution, Khurana added that there are plans to organise various meets for specifiers, retailers, architects and builders. "Soon, the LED-based lighting products will become conventional household products."

ELCOMA Rolls out Street Lighting Seminar Series



Apex lighting industry body Electric Lamp & Component Manufacturers' Association (ELCOMA) is holding a series of workshops on 'secondary road street lighting' across the country. These technical presentations have been conceptualised jointly with the Ministry of Urban Development, Ministry of Power, Bureau of Energy Efficiency and Ministry of Renewable Energy. While the first workshop was held at Bengaluru recently, more are planned in Ahmedabad (July 12), Mumbai (Sept 12) and Delhi (Oct 15).

Elcoma secretary general Shyam Sujan, while speaking to SEL, said the response has been tremendous. "The Bangalore workshop was very well received. We had an audience of over a 100, comprising technical and commercial personnel from state PWDs, power supply companies, local governments, district heads, DDOs, state department of energy conservation, CPWD, railways, airports, MES, etc."

Attendees also got to see an exhibition of retrofit lamps, down lighters, street lights, lanterns, office lights, and several kinds of decorative lamps from domestic and international manufacturers.

The highlight of the Bengaluru workshop was a presentation by Amit Khare, India programme consultant for US-based standards and labelling NGO CLASP. Khare's overview of the super-efficient equipment and appliance deployment (SEAD) initiative revealed how new software developed by CLASP and Department of Energy, USA can help evaluate lighting quality, efficiency, colour, cost calculation and even payback at just the click of a button.

Speaking about ELCOMA's initiatives, Sujan asserted that the association has been very active in promoting energy-efficient lighting in India in collaboration with the Ministry of Power and BEE. For stimulating the LED lighting market, ELCOMA and BEE have jointly prepared a National Plan consisting technical standards, specifications and identified focus areas. "As per the plan, we have been holding workshops and exhibitions at various places in India. Two such conclaves have already been held at New Delhi and Hyderabad," he said.

ABB Sets Up Production Line for Solar Inverters

Switchgear giant ABB has set up a new manufacturing line for solar inverters in Bangalore, keeping in view the growing market for solar power products. Discussing about the new plant that was set up late last year, ABB's global product group manager for renewable energy power converters, Antti Suontausta says, "With this new facility, we can support our customers in India with even more rapid delivery times, and provide faster support for varying project needs."

Equipped to manufacture the company's central inverter PVS800 product range, the line has an annual capacity of over 500MW. "The initial orders from the new production line have already been delivered, and over 200 MW of orders are in hand," informs K N Sreevatsa, the local business unit manager for ABB Power Conversion in India.

The ABB central inverter series, rated from 100kW to 630kW is designed for multi-megawatt PV power plants as well as large PV installations on commercial and industrial buildings. According to Sreevatsa, the inverter series is based on ABB's highly successful frequency converter platform. "This platform already has global sales of well over 100 GW over the last 10 years. In India alone, it has approximately 7GW of already-installed capacity."

ABB's solar inverter range is complemented by local solutions and products such as string monitoring junction boxes, SCADA monitoring and a control system package. Additionally, the company offers medium and high-voltage transformers, grid connection equipment and complete substations for ABB central inverters.

A Square Technologies Seeks Distributors for Kichler



Chennai-based A Square Technologies & Services, the exclusive Indian distributor of US-based lighting major Kichler Lighting, is looking for distributors across the country. "We are in the process of appointing distributors and dealers in all the major cities in India to enhance our network," says N Sridhar Rao (info@asquaretech.in), the company's CEO.

The two companies came together in 2012 to market a premium range of interior, exterior and landscape lighting, and ceiling fans in India. Positioned against European and American lighting brands, Kichler products are UL, ETL, Intertek and Energy Star-certified, and have been tested by third party international product testing laboratories.

"We are introducing the Kichler brand and its product range in major cities by organising meetings with architects, interior designers and lighting designers," Rao informs. Discussing about dealership criteria, he says, "While our aim is to appoint quite a few partners in tier-1 and tier-2 cities, we are basically looking for two types of partners - super stockists (distributors) and dealers."

According to Rao, super stockists would have to invest more and distribute the stock to dealers in their areas exclusively, whereas dealers may buy in small quantities to sell on daily basis. "The profile of the super stockists and dealers shall be in the category of luxury or high-end products."

Bengaluru to Host Elecrama 2014



Elecrama 2014, the biennial exhibition for power, electrical, industrial electronics and various other allied products will be held in Bengaluru from January 8-12, 2014. Organised by the Indian Electrical and Electronics Manufacturers' Association (IEEMA), the apex body of the US\$ 25 bn Indian electrical equipment industry, the 11th edition of the exhibition is set to take place outside its home city Mumbai.

Explaining the reason, Vishal Gakhar, director general IEEMA said, "Over 30% area of the Bombay Exhibition Center (BEC) is under-construction. Also, the SRPF ground - the space used for parking - was not available. On the other hand, the number of exhibitors and visitors are continuously on the rise. So, from that perspective, we thought that while BEC is undergoing an infrastructural change, we can move to a better location." The show is slated to be held at the Bangalore Intl Exhibition Centre (BIEC).

"Elecrama 2014 is not just another conference and exhibition, but it is a movement," asserted Sanjeev Sardana, chairman of the Elecrama 2014 organising committee.



Elaborating on the new venue, Sardana said, "Going by the theme - Go Global - unless the venue is world-class, the show cannot become global." According to him, BIEC is India's first 'LEED certified' green exhibition and conference facility.

"The 34-acre beautifully landscaped complex has 40,000sqm of covered columnless air-conditioned exhibition space (three halls), a multi-facility 5,600sqm conference center, a helipad, VIP lounge, food court of 7,500sqm, a Machine Tool Training Centre, and large outdoor area. Besides, it also has a 11MW power backup. By virtue of it being an IT hub, Bengaluru is quite attractive from the point of view of international connectivity," he added.

Other than its successful elements such as RBSM, Student Pavilion, and Engineer Infinite; this edition of Elecrama will have a dedicated 5,000sqm area for Home Automation, and the Intl T&D Conclave. Besides, heads of various donor agencies like World Bank, ADB and IMF shall speak at this event about the emerging opportunities in India.

CG Ties up With Bridgelux

Mumbai-based lighting and switchgear major Crompton Greaves Ltd has signed a technology licensing agreement with US-based solid state lighting (SSL) pioneer Bridgelux. The agreement will enable CG to strengthen its stake in the Indian LED market by offering high-performance SSL products.

Under the agreement, CG will be able to use GaN-on-Si based combination of chip-and-package level technology developed by Bridgelux. The US company's proprietary technology is widely used across the world in LED-based streetlights and luminaires, LED arrays, drivers, optics and other components. Bridgelux will also provide CG support on design and application engineering for commercial and industrial lighting products such as streetlights, down lights, high bays, etc.

"The technology agreement with Bridgelux further strengthens CG's position in the street lighting segment, while simultaneously bringing down overall costs," says CG's CEO and MD Laurent Demortier.

He adds that access to this technology will help CG become a completely vertically integrated company, and deliver the broadest possible range of high performance lighting solutions, from semiconductors (LED) all the way to LED luminaires. "With a first-mover advantage in SSL and a strong brand image, the technology transfer will strengthen CG's portfolio of products, and place it in an optimal position to penetrate a wide range of lighting markets in India and other geographies."

Bridgelux CEO Brad Bullington adds, "We are proud to be working with CG in expanding the market for SSL in India. When you hear people talk about the 'smart city', they are really talking about the proliferation of LED."

Symphony's Diet Cooler Receives Design Mark



Air Cooler major Symphony Ltd has recently received the India Design Mark for its Diet 22i. "At Symphony, design-driven innovation and green engineering is a sustainable competitive advantage, and this recognition has given a boost to our efforts," says Achal Bakeri, the company's CMD.

India Design Mark (IDM) is granted by India Design Council - an autonomous body, established by the Government of India, functioning under the aegis of Department of Industrial Policy & Promotion, Ministry of Commerce & Industry. The mark recognises and evaluates good design through a systematic process. IDM constitutes the logo, which can be used as a symbol of distinguished excellence.

"Due to rising cost of homes, room space has squeezed and as the name suggests Diet 22i is especially made for cooling small space (up to 200sqft) in homes. Its sleek design enables the product high level of mobility - both indoor and outdoor," adds Bakeri.

He informs that the all new Diet series is loaded with advanced electronics and come with stylish digital control panels and remote handsets. Moreover, they feature advanced Dura-Pump technology, along with a slew of other attributes such as empty water tank alarm, memory restore function, high efficiency honeycomb cooling pad, ice chamber for enhanced cooling and humidity control," he adds.

No More Proxy Presence

The lighting major has turned its glare on India, which it considers as one of the fastest growing speciality lighting markets in the world



Dietmar Sack, Gulshan Aghi and Oliver Trissen (L to R): Gearing up to grab a bigger pie

GERMAN PREMIUM COMMERCIAL and industrial luminaries company Trilux GmbH & Co has formulated a go-it-alone strategy for marketing its products in the domestic market, ending its seven-year-old exclusive licensing arrangement with Bajaj Luminaries. This March, the €500-million company has established an Indian subsidiary with its headquarters in New Delhi, and forged ties with veteran channel partners, including Bajaj on a non-exclusive basis, to augment its presence. The move is a reflection of its aggressive plans to notch up revenue share from BRICS nations, particularly India.

“The BRICS countries are the growth engines of the global economy. These markets are nascent, yet have a discerning customer base. Our experience in the Indian market over the years has prompted us to have a deeper footprint in the country by setting up a subsidiary,” said Dietmar Sack (d.sack@trilux.de),

the company’s sales director export of international sales. “At present 90% of our total sales is generated from European countries, which will shrink once we start moving full throttle here and in other emerging economies. This will also stack up the company’s global turnover.”

Headquartered in Arnsberg, the family-owned company was formed in 1912. Its focus on the country’s market first surfaced in 2005 when it tied up with Bajaj Luminaries. Trilux lacked distribution network and sought synergy by allying with Bajaj that had distribution muscle but no competing products. Leveraging its Indian partner’s market intelligence and its own technology know-how, the company could make in-roads into hospitality, healthcare and commercial spaces and gained brand recall among the country’s specifiers.

Trilux’s forte in the commercial and industrial segment can be attributed to its approach towards lighting business. The company was among the few global players

that recognised ‘new light’ - fluorescent lamp or LED. Way back in 1948, it implemented fluorescent lamp technology, developed one of the first electronic ballasts in 1981, and displayed practical utilisation of LEDs in 2004 with an award-winning downlight. In addition, the company optimises the interplay of louvre geometry and highly efficient surfaces with silver coating to develop UXP technology. This is to achieve products with optical performance and light output ratios above the 90% mark, which even with high levels of light output, offer lighting convenience without glare. No wonder then, that its many products like Coriflex LED, Acuro and Neximo free-standing luminaire are reddot design award winners.

Also, the association with Bajaj gave the 100-year-old company exposure to the movers and the shakers of Indian lighting industry. It roped in Gulshan Aghi, appointing him as CEO of Trilux Lighting India Pvt Ltd. The evangelist was an executive VP and business head of Bajaj Electricals Ltd, besides a stint with luminaire & high mast of Surya Roshni Ltd as CEO and executive president. He is also the president of The Indian Society of Lighting Engineers.

“We have tested the waters over the years and are now ready to play alone in the domestic turf,” said Aghi (g.aghi@trilux.com). “While price remains the major barrier for selling our products to Indian customers, the same can be breached by explaining them the rationale for buying Trilux products. This we have learned during our tie-up with Bajaj. The customers were ready to pay for our products if they were shown the importance of various performance parameters such as throw, spread, angle and lux/watt to a project.”

He added that the company has created new appearance for various signature, strategic and general buildings in

Europe, such as Höhsieper tunnel, railway station Lippstadt, Provincial Building Limburg, Ministry of Finance, The Hague, Hotel Kempinski, Trinitatis Church, and Freiherr-vom-Stein School. Back in India, it has installed its products in one-third of Delhi's Ring Road in the run up to the Commonwealth Games, as well as at the Volkswagen plant in Pune. "Such projects speak for our proficiency in health, roads, paths and squares and education spaces."

Thrilled by market acceptability of its products and an able shoulder in Aghi, Trilux is now laying the groundwork. Aghi informed that the company wants to appoint 10 channel partners in the December-ended 2013 fiscal and already closed deals with six traders. The company is zeroing in on those clients who have a showroom and possess technical and trading knowledge of lighting.

According to Aghi, appointment of channel partners and recruitment of employees are followed by education and training at the company headquarters. "We

send our channel partners and employees to central training facility of the company - The Trilux Akademie in Germany. It conducts seminars, lectures, conferences and organises factory visits for partners and customers of the company, besides providing qualification and training to our employees."

Trilux has also started chalking out its promotional activities. It will continue to connect with its target group through BTL communication. "Since our luminaires are for commercial and industrial usage with premium pricing, their appreciation can only come from architects, consultants, designers and HNIs. This reality makes us opt for BTL. Starting this June, our company will organise technical seminars in Delhi, Chennai and Bengaluru during the course of this financial year. The events will be overseen by our team of experts from Germany."

The company's Noida-based dealer Parasuram Vancheswar, who is also the project dealer of Trilux and has been

marketing the brand for last two years, viewed Trilux as having an edge on lumen efficacy and design over other MNC brands. "The company believes in quality and design and does not want price to be a distraction. We skilfully bring out the attributes of our products during our presentations to architects and consultants, which we imbibe from training sessions conducted by the company, the recent one being a two-day session held around a month back."

Elaborating about the company's future investments and revenue goals, Oliver Thissen (o.thissen@trilux.de), finance/legal, member of the management board of Trilux, said, "We are mulling an option to invest in setting up an R&D assembly in India in the next 2-3 years. Our company expects that its Indian arm will clock ₹15 crore in 2013, ₹25 crore in 2014 and ₹70 crore by 2016." Thissen was present with Sack during the inception of the Indian subsidiary. ●

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