

Energy Efficient Lighting



With a portfolio of 250 different kinds of lighting, NTL Lemnis lays emphasis on constant innovation, says **Sandeep Singh**, its CMO.



Sandeep Singh

Please explain your brand's portfolio.

NTL Lemnis is producing over 250 types of lighting products across categories such as home lighting, industrial lighting, commercial lighting, retail lighting, street and outdoor lighting. NTL Lemnis is one of the few companies, which have good product design and development strengths as well as manufacturing and operations. This translates into products, which are best suited for the customers' needs. We retail under the globally acclaimed brand 'Pharox' and the USP of our products is that they come from a vertically integrated organisation. The Pharox range is low-maintenance offers excellent value for money proposition and conserves energy as well.

How are your products relevant for the hospitality industry?

Hospitality sector with its specific requirements is highly capital intensive. The ROIs are a major issue in this sector. A pressing need for the sector is availability of quality products at value for money price points. NTL Lemnis Pharox range helps hospitality customers get the best quality lighting solutions to lower energy consumption levels, with the added convenience of longer life and aesthetics.

NTL Lemnis has created four special categories of products for the hospitality industry – Pharox Retrofit LED Lamps, Downlights, LED strip, Spotlights. These products come with specific features to cater to the hospitality sector:

- Pharox Retrofit LED Lamps meet various requirements of workspaces and recreational areas in hotel, restaurant. These aesthetically designed Pharox lamps offer quality lighting for multiple applications, thereby adding style and grace to the surroundings.
- Pharox LED Downlights with recessed and surface mounted design emits warm and pleasant white light. These lights are absolutely safe and contain no mercury or lead. They have a special feature of lighting up without flickering.



- Pharox LED strips are flexible in installation and deliver high performance, seamless lighting. Strip lighting technology is one of its kinds in the world and offers a perfectly controlled, concealed source of lighting. It is a perfect product for creating soothing lighting effect. They are available in multiple colours and adapts to all shapes and sizes.
- Pharox Spotlights provide quality lighting and focused illumination. These are ideal for accent lighting effect, are glare-free and ensure uniform distribution of light.

The Pharox range from NTL Lemnis is aesthetically pleasing, has multiple options for each application and is absolutely hassle-free.

What is the USP of your brand?

Our biggest USP is that our partner Lemnis Lighting created the first LED in the world, a true replacement of an incandescent bulb and NTL manufactured the first LED bulb in India that could work in Indian power conditions. So Pharox is the coming together of innovation and manufacturing prowess. Each of our products is a well designed, aesthetically pleasing and low-maintenance product. Through our internal R&D efforts, we have created many new and innovative designs. Our completely indigenous product, the Pharox Warhorse, is an amazing new industrial applications product and the Pharox Enzo series of spotlights for hospitality and retail segments is specially created for the Indian and global markets.

Our USP is that we are the country's leading manufacturer of lighting electronics and provide strong design element in the LED lighting solutions, which are produced by the top-of-the-line manufacturing capabilities, over 100 in-house R&D personnel and a strong focus on innovation. Our products come from a vertically integrated organisation and therefore, we are absolutely sure of the quality of our products. A strong design capability means that our products can be customised according to the requirements of the application or domain quickly and we have a quicker go-to-market capability.



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Will there a new product be launched in the near future?

NTL Lemnis already has a product portfolio of over 250 products for the market. We will constantly be tweaking our portfolio and ensuring that we have end-to-end solutions for any lighting needs in the categories that we are focused on viz. retail, hospitality, IT&ITeS, healthcare, manufacturing and outdoors. We are also committed to producing innovative and better alternatives for the existing products to the industry.

We have just launched an innovative product that is an energy efficient replacement of conventional Halogen MRI 6 lamps. Branded Pharox Enzo, the spotlight is an answer to all the spotlighting needs with product accessory or form preferred by the users.

The Pharox Enzo spotlight with its innovative design comes with different choice of accessories and multiple colour temperatures. Available in 8W and 12W with a beam angle of 28 degree and 40 degree, this dimmable spotlight caters to applications like hospitality, retail, jewellery shops, offices, homes and apparel stores, making it one of the versatile LED spotlight. It contains various aesthetically designed and application specific fixtures that enhance the lighting quality and aesthetic appeal of the objects on display. This product is already being well-received by the industry and we hope that in the future too we will keep 'wow-ing' the customers with more such products.

Hotels today are focusing on energy efficiency. Do your products support this?

Hospitality industry is an energy guzzler. Since the focus has become 'environment friendliness' for the industry, suddenly energy conservation in the industry takes on a new meaning. Today, a lot of hotels are also looking at the ecotel tag as well, where the emphasis is on reducing energy consumption on the property through energy efficient lighting and other initiatives.

NTL Lemnis is in the business of providing sustainable lighting solutions that are environmentally friendly as well as help increase energy efficiency. We actively assist organisations in using optimal lighting solutions so that there is a palpable reduction in carbon footprint. We have already launched a wide range of LED lighting products under the 'Pharox' brand especially for the hospitality sector, in the categories of downlights, spotlights, LED strips, retrofit lamps.



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