

SURYA

Energising Lifestyles



Surya Profile

From a small steel tube making unit in 1973 to one of India's biggest multinationals, the journey of Surya Group is indeed a remarkable one. Today, it has grown into a Rs. 4,000 Crore(US\$ 650 million) Indian manufacturing company, exporting products to over 44 countries across the globe. This steady but continuous growth can be attributed to its emphasis on innovation and quality placing Surya on the forefront of today's technology revolution.

With the dream of 'Lighting Every City Every Home' Surya's lighting division was started in 1985. Today, it is recognized as one of the top brands in the Lighting industry with a market share in excess of 25%. Its eco-friendly and energy saving LED product offering includes both indoor and outdoor luminaires while many more products are in the pipeline.

Surya is also a leader in the steel tube industry in India with products for agriculture, infrastructure, oil & gas and construction sectors. Its products are approved by API (American Petroleum Institute) for oil & gas sector. Steel division has recorded remarkable growth in the past year and recently started Manufacturing Square and Rectangular Section (hollow) pipes which are used for civil structures, furniture, transmission tower and has many other applications as well.

Launched in 2014, Surya Fans has been able to carve a niche for itself in the Fans business. Its foray into the Home Appliances segment has also received an encouraging response enabling it to earn respect & recognition as a credible multinational.

With government initiatives like building smart cities across India and structural shift in the lighting industry towards LEDs the company is poised to grow by leaps and bounds in years to come.



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Transforming India through LED Lighting

Brand Surya is ranked as one of the most respected and trusted brands for lighting products, in India. The Group's width & depth across the lighting solution spectrum has enabled it to establish its presence across all corners of India and globally. By being cost effective without compromising on quality, the company has become the second largest player in lighting.

LED technology is widely acknowledged as the future of lighting technology. At Surya we understand this fact and manufacture LEDs which ensure energy savings, lower maintenance costs and assure an impressive lifespan - distinct advantages which propel the LED revolution forward. Today, Surya's LED product basket adds credibility to the brand's stature as being synonymous to lighting. Surya Roshni presently manufactures almost all the LED products in-house, backed by strategic marketing initiatives and a strong trade channel. The group manufactures quality LED products with a world class manufacturing infrastructure, at its fully integrated plants in Kashipur (Uttarakhand) and Gwalior (M.P.), supported by Surya Technology & Innovation Centre (STIC) at Noida - an advanced state-of-the-art lighting laboratory and research centre with specific focus on LED.

Its LED product portfolio has both indoor and outdoor luminaires. The LED lamps save up to 85% energy, when compared with incandescent bulbs and have a long life-span of 25000 hours. Many new products such as High Beam Angle LED Lamps, Color Change LED Lamps, New Range Down lighters, LED Torch with Dry Cell Battery & Rechargeable, Rechargeable Lantern, Spot Lights and LED Wall Light will also be introduced as part of the Group's plan to cater to the growing demand of the customers. Surya Roshni has registered CAGR of 20% as compared to the Indian lighting market CAGR of 12%. And while the LED market is growing at a high speed at the rate of 60%, Surya Roshni has registered 300% growth. We are fired by an ambitious revenue target of Rs. 500 crs. in LED segment by 2016-2017, and at the same time, help the nation save more energy and be more eco-friendly.

Ongoing government initiatives like DELP and the Prakash Path programme for LED street lights, imply that the market is poised to grow substantially in this segment. Technologically-ready companies like Surya Roshni can help in the government decision of changing all street lights and lights in public spaces to LED. The group MD, Mr. Raju Bista says, "The Make in India campaign launched by the Government shall provide an extra impetus to both Surya Roshni and the LED Industry to grow faster. Displaying a firm commitment to stay competitive, we at Surya are committed to the progress of Make in India campaign and are also participating in all tenders of LED Bulbs & LED Street Lights". Compulsory Registration Scheme of Deity/BIS for LED products has been started to take care of safety standards of LED products and group's all manufacturing plants have CRS approval from BIS. Bureau of Energy Efficiency's star rating plan for LED lamps shall further enhance lumen efficacy of lamps.

Since inception the conglomerate has believed in the power of transformation, turning energy into happiness and living up to its promise of achieving brilliance at everything. This underlying ethos has not only transformed the Surya Roshni of today into a leader in Lighting and Steel Pipes sector, it has also helped it carve a niche in the Home Appliances and Fans segment, enabling it to earn respect & recognition as a credible multinational.

Today Surya has a global footprint with an international presence across 44 countries. Its network of over 2000 distributors and 2 lakh country-wide dealers is its strength, which helps the group to be present in every nook and corner of India. Surya's product range demonstrates the group's relentless commitment to performance, customer satisfaction and superior value. The group has become one of the most trusted brands in the country today. But it doesn't allow itself to rest on achieved laurels. Instead, it treats each milestone as a stepping stone to rise to even greater heights. With a nationally and internationally accepted "Brand Surya" and pre-eminent position in the Indian lighting industry, Surya is poised to capitalize on the immense opportunities unfolding in the global market, giving it an edge over its peers.



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