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With an annual turnover of Rs. 700 crores and a 7 million capacity of LED lights (2012-2013), NTL Group is amongst the top players of the Indian LED market. The NTL Lemnis

LW: Throw some light on your company profile.

AG: NTL began its operations in the year 1993 and started its lighting journey in the year 2002. With an annual turnover of Rs. 700 crore (2012-2013), NTL has become the largest electronic manufacturing company

development activities for clients are undertaken at NTL.

NTL's biggest strengths are its R&D and manufacturing capabilities that allows NTL to give a wide range of products to its customers in a short span of time. Today, the product portfolio of NTL comprises of electronic

control gears, ballasts, luminaires, retrofit CFLs and LED drivers.

In April 2012, NTL entered into a joint venture with Lemnis Lighting of Netherlands to venture in LED segment. The new company, NTL Lemnis, is a total LED lighting solutions company in the B2C space. NTL Lemnis is focused on creating clean green LED lighting products and solutions for the

European, African and Indian markets.

Mr. Arun Gupta Global CEO NTL Lemnis



has an installed capacity of 5 million pieces per annum. With the recent announcement of opening their 8th manufacturing plant in India and the launch of low-maintenance, energy-efficient 'Pharox' range, the company is all geared up to set up fierce competition in the market. Mr. Arun Gupta, Global CEO, NTL Lemnis talks to LED World regarding the LED industry of India and how the company has emerged as a leader over the years. Here are excerpts from the interview.

in the lighting industry of India and by all estimates, probably, one of the largest manufacturers of lighting electronics in the world, excluding China. In 2010, a private equity firm, CX Partners, picked up a 20% stake in the company.

NTL works with who's who of the lighting industry in India and the list of customers include Crompton Greaves, Philips, Osram, Wipro, Bajaj, Surya Roshni, Orient, Finolex, HPL and Eveready. Both the manufacturing and

LW: How did NTL Electronics India Ltd. and Lemnis Lighting B.V. came together? What was the main focus while agreeing to this joint venture company?

AG: NTL Lemnis, a JV company between NTL Electronics – India's foremost player in lighting electronics and Lemnis Lighting– Netherlands based pioneer in LED technology & product design, was set up in April



NTL Lemnis has planned an expansion in India by setting up an eighth plant; the company has earmarked roughly Rs. 25 crores towards this



2012. However, our relationship with Lemnis Lighting began a few years before the formal JV. During the course of our interaction, we realized that both NTL & Lemnis had a single-minded approach in providing sustainable lighting solutions. We were looking for synergistic strengths to make a strong statement in this domain and mutually decided to form a joint venture.

Our JV had all the traits that were required to succeed in LED market; from being a pioneer in product design & development to being one of the largest manufacturers of lighting electronics in the world. The most critical part of an LED product is its electronic driver and we have already kept our focus on enhancing driver development capabilities, thus, developing products even for areas with unfavorable power conditions. We have sold 7 million LED bulbs till now.



NTL Lemnis primarily focuses on the geographical markets of Europe, Africa and India with company offices in Barneveld, Netherlands and Noida, India. We have launched our brand "Pharox" in India and are already recognized in the institutional segment. For a new player, with less than 2 years of presence in India, this recognition means a lot.

LW: What are the main product lines from NTL Lemnis? Please elaborate on the application areas of these LED products.

AG: NTL Lemnis designs, manufactures and sells energy-efficient LED lighting solutions for Indian as well as the global audience. NTL Lemnis is one of the few companies which have equally good product design and development strengths as manufacturing and operations. This will translate into products which are best suited for the customers' needs.

We retail under the globally acclaimed brand 'Pharox' and the main USP of our products is that they come from a vertically integrated organization. The Pharox range is low-maintenance, offers excellent value for money proposition, and conserves energy as well. We are producing over 100 types of products across categories such as home lighting, industrial lighting, commercial lighting, retail lighting, street & outdoor lighting, etc.

LW: In terms of percentage share, which is the most popular & booming application area in LED lighting segment?

AG: We believe that almost 80% of the demand is from commercial and outdoor segments. As far as products are concerned, at this time LED street lights, downlights and ceiling lights are in demand. Besides that, LED lamps & tube lights in residential applications are also gaining momentum.

LW: LED lighting for mines is not a popular segment as far as India is concerned. What do you have to say about the current demand of LEDs in this sector?

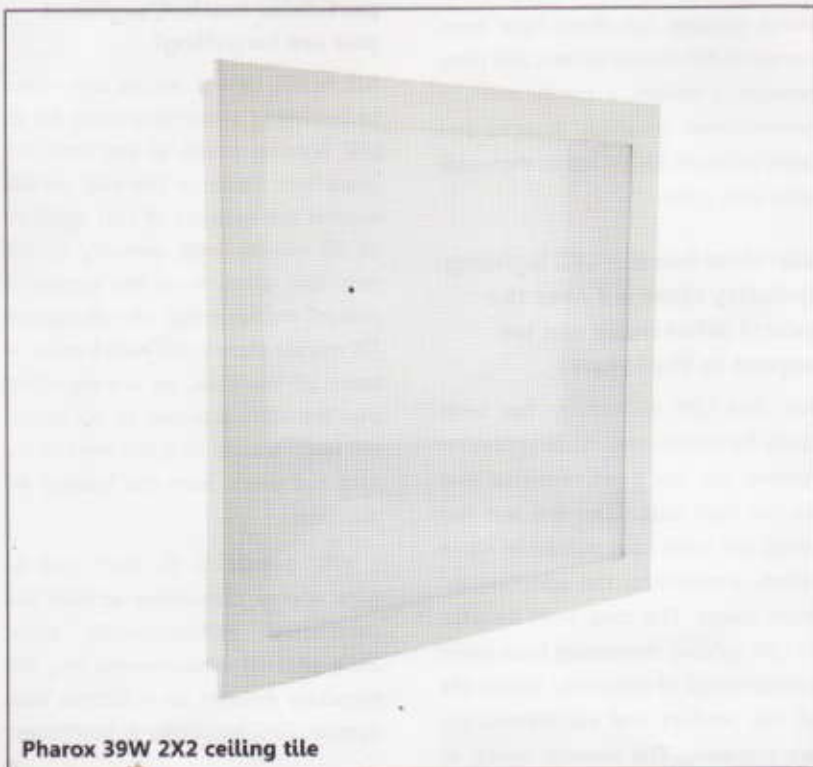
AG: The LED products are yet to take off in Indian mining sector; however, we are already supplying products to the mining industry in South Africa where LED products are widely used in mines. We have diverse product portfolio catering to mining industry and we are planning to introduce the same for the Indian mining industry.

Since, maintenance is a big issue in mines, LEDs can be an ideal solution to overcome this issue. LEDs have good scope in converting the conventional hard hat lighting because by using LED, the size and weight of the battery that miners carry with them can be reduced substantially.

LW: What are your views on



Pharox 10W 6" downlight



Pharox 39W 2X2 ceiling tile

safety lighting for mines & the role of LEDs in the same?

AG: The safety in mining is related to the lighting fixture/enclosure and not the light source. As far as LED is concerned, it is a light source which is used along with the fixture which has to comply with mining standards. In India, they have to be tested and approved by Central Institute of Mining and Fuel Research (CIMFR) and Directorate General of Mines Safety (DGMS).

LW: What are the product offerings by NTL for the mining industry?

AG: NTL Lemnis offers four types of Pharox range of mining products- Impala, Eland, Tusker, and Rhino Fastline which are used for different areas in mines.

LW: What kind of machinery is used in your state-of-the-art manufacturing facility for LEDs?

AG: Some of the cutting-edge machinery typically used to manufacture LED's are photometric measurement, optical measurement, thermal measurement, burn-in and reliability system, automatic SMT line for PCB assembly, silicone / epoxy potting system.

LW: NTL is all set to establish eighth plant for LED products in India. Give us more information on that.

AG: Frost & Sullivan estimates that the LED lighting business in India will grow to nearly \$1.3 billion by 2018. Based on the assumptions & a through market research, we have planned an expansion in India which includes setting up of an eighth plant; the company has earmarked roughly Rs. 25 crores towards this. The final location of the plant is yet to be finalised.



Lucent 17W spot light

LW: What is your take on government policies & initiatives for the LED industry?

AG: Government is doing its bit to try and phase out inefficient lighting. However, given the mammoth size of the country and the fact that electrification is still an issue in the rural areas, expecting laws to phase out inefficient lighting like in west, is too much to expect too soon. However, with the severe energy crisis, where not many new energy sources are created and the energy consumption is increasing day by day, a serious rethink on energy-efficient sources is needed. The government, by offering subsidies is trying to get people switch onto efficient sources of lighting like CFLs as well as LEDs. People have started making efforts to change lighting priorities. When the time comes, Indian Government, I am sure, will also look at passing laws to ensure that energy is optimally utilized.

In India, the government as well as corporate bodies are experimenting with both, with mixed successes. Delhi Government has even installed solar panels in several stretches of street lighting, but these have been known to fail during winters and rainy seasons. I believe, a combination of conventional electricity sources and solar will work better rather than only solar with LEDs.

LW: How has the LED lighting industry changed over the years? What more can we expect in the future?

AG: The LED technology has been there for decades but its adoption for general use has been restricted due to the high cost. Over the last five years, the costs have started to come down, accelerating the adoption for mass usage. The long term benefits of LED lighting emanating from lower consumption of electricity, longer life of the product and eco-friendliness are immense. The western world, as

usual has been early adopters due to affluence and less cost sensitivity. In India, we see a repeat of what happened with CFL's vis-a-vis the incandescent lamp. Costs of LED products for the retail sector are still comparatively high when compared to other light sources.

I firmly believe that it is the government that will play an important role to create awareness and propel the use of LEDs in India, by offering subsidies as well as creating the change from within- Government is a huge consumer of electricity. The private players have already started adopting LEDs and high energy consumers are also switching to LED lighting. I am of the view that proper communication regarding the benefits will go a long way in creating awareness about LED lighting in India. Converting the influencers - the people who matter in the industry- town planners, architects, designers and others will go a long way in creating the changeover to most energy - efficient lighting.

LW: What are the future plans of NTL? Are there any particular market/segment you are targeting?

AG: At NTL Lemnis, we are committed to becoming a one-stop-shop for all LED lighting needs in the next 3-5 years time frame. To this end, we will expand the capacity of LED lights to 15-20 million units annually in the next five years, from the current 7 million. We hope that we will capture 5% market share in the next 5 years. In terms of financials, we are expecting that the sales turnover of our group will reach around Rs 2,500 crore in the next five years, from the current Rs. 700 crore.

NTL Lemnis is to reach out to high energy consuming entities like commercial establishments, malls, 24X7 working environments etc. We especially focused on industries such as retail, ITeS, hospitality & healthcare.