

# NTL Lemnis Eyes Hospitality Sector With Its Brand

## 'PHAROX'

Pharox products are environmentally friendly, reliable, aesthetically pleasing and serves the unique requirements of the hospitality industry



Today, the hospitality industry is an energy guzzler. Since, 'environment friendliness' has become the focus for the industry, energy conservation has suddenly taken a new meaning. Today, a lot of hotels are also looking at the Ecotel tag, emphasizing on reducing energy consumption through energy-efficient lighting and other initiatives. The Indian hospitality industry contributes around 2.2 percent of

India's GDP and is expected to reach INR 230 billion (US\$ 5.2 billion) by 2015. The Indian hotel industry is likely to witness a revenue growth of about seven per cent, according to a study by rating agency ICRA.

To explore the booming hospitality sector, NTL Lemnis has recently launched a wide range of LED lighting products under the brand "Pharox". The company has created four special categories of products— Pharox retrofit LED lamps, down lights, LED strip and spot lights.



### PHAROX RETROFIT LED LAMPS

The beautifully designed, energy-efficient Pharox retrofit LED lamps meet various requirements of workspaces and recreational areas in hotel and restaurant. The Pharox lamps offer quality lighting for multiple applications, thereby adding style and grace to the surroundings. The key features include energy savings up to 90%, more than 25,000 hours life, no mercury or lead, wide variety for directional & general lighting use. These are available in the price range starting from Rs. 750.



### DOWNLIGHT

The recessed and surface mounted Pharox LED down lights emits warm and pleasant white light. These lights are absolutely safe and don't contain mercury or lead. They have a special feature of lighting up without flickering. Pharox LED down lights save more than 50% energy and have system efficacy > 62 lm/W. They are glare-free & hence, ensure uniform light distribution. Other features include a wide operating voltage range- 110-270 Vac, 50 Hz, wide beam angle > 120°, constant current driver. The price range of the downlight begins from Rs. 2,075.



### LED STRIP

Pharox LED strips are flexible in installation and deliver high performance and seamless lighting. The strip lights offer a perfectly controlled, concealed source of lighting and is an ideal product for creating soothing lighting effect. They are available in multiple colors and adapt all shapes and sizes. The price list ranges from Rs. 4,250 to Rs. 9,350 (available in standard length of 5m reel).



### SPOT LIGHT

The energy-efficient spot lights provide quality lighting and focused illumination. These are ideal for accent lighting effect, are glare-free and ensure uniform distribution of light. The main features include wide operating voltage range- 110-270 Vac, 50 Hz, constant current driver and saves more than 50% energy. The price of spot lights begins from Rs. 2,700.



In Pharox, NTL Lemnis has created products that are environmentally friendly, reliable, aesthetically pleasing and serves the unique requirements of the hospitality industry. Whether it is lighting up common spaces in hotels, hotel lobbies, food and beverage areas or mood lighting in theme clubs or rooms, Pharox range offers excellent LED lighting solutions. The Pharox range is already available in the market through NTL Lemnis distributors and leading architects and designers. ■