

# Orio LED

Designer Streetlights

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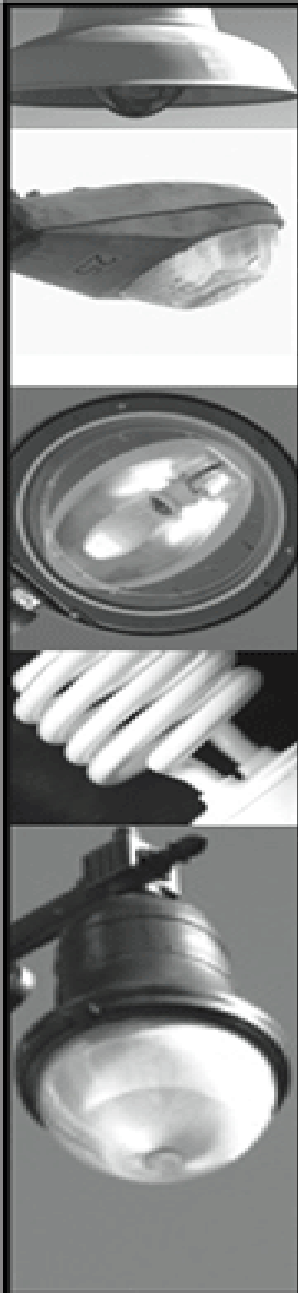
# ***PRELIMINARY SCREENING***

## ***Compatibility with the promoter:***

- 'Orio' ,a product driven by innovation, which goes in line with the company's mission to provide greener, efficient and energy saving alternatives.
- Based on LED technology, 'Orio' does provide a bright prospect of growth and high return in the near future.

## ***Consistency with Governmental Priorities:***

- ***Eco friendly***
- ***High energy savings***



# Pitt Streetlight Report

Comparison of light-emitting diode (LED) streetlights to high-pressure sodium (HPS), metal halide, and induction lamps

Light Technology:	LED	HPS	Metal halide	Induction
<b>% of U.S. streetlamps:</b> <small>(total: 131 million)</small>	Less than 1	39	27	6
<b>Cost per bulb (USD):</b>	9 to 322	12	27	280
<b>Wattage:</b>	105	150	162.9	109
<b>Bulbs per 100,000 hrs.:</b> <small>(vs. one induction)</small>	1.7	4.17	8.28	1
<b>CO<sub>2</sub> per 100,000 hrs.:</b> <small>(million kg)</small>	300	450	500	320
<b>NO<sub>x</sub> per 100,000 hrs.:</b> <small>(million kg)</small>	1.1	1.6	1.7	1.15
<b>CFCs per 100,000 hrs.:</b> <small>(kg)</small>	4.5	6.4	6.8	4.7
<b>Ecotoxicity:</b> <small>(million kg of 2,4-D/100,000 hrs.)*</small>	175	240	260	180
<b>Respiration Impact:</b> <small>(thousand kg of PM<sub>2.5</sub>/100,000 hrs.)***</small>	90	100	110	95
<b>Color temperature, brightness:</b> <small>(degrees Kelvin)</small>	5,000	2,000	3,000-4,000	5,000

\* Ecotoxicity was expressed in kilograms of 2,4-Dichlorophenoxyacetic (2,4-D), a common herbicide.

\*\*\*Respiratory impact was expressed in kilograms of particulates designated as "fine," or less than 2.5 microns in diameter (PM<sub>2.5</sub>).

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## ***Adequacy of market:***

- ***Wipro lighting has a domestic market share of 60% in LED street lighting.***
- ***Orio LED is a smart choice for***
  - campus lighting
  - secondary road
  - residential area lighting
  - Industries Hospitals & Healthcare
  - Hotels & Resorts

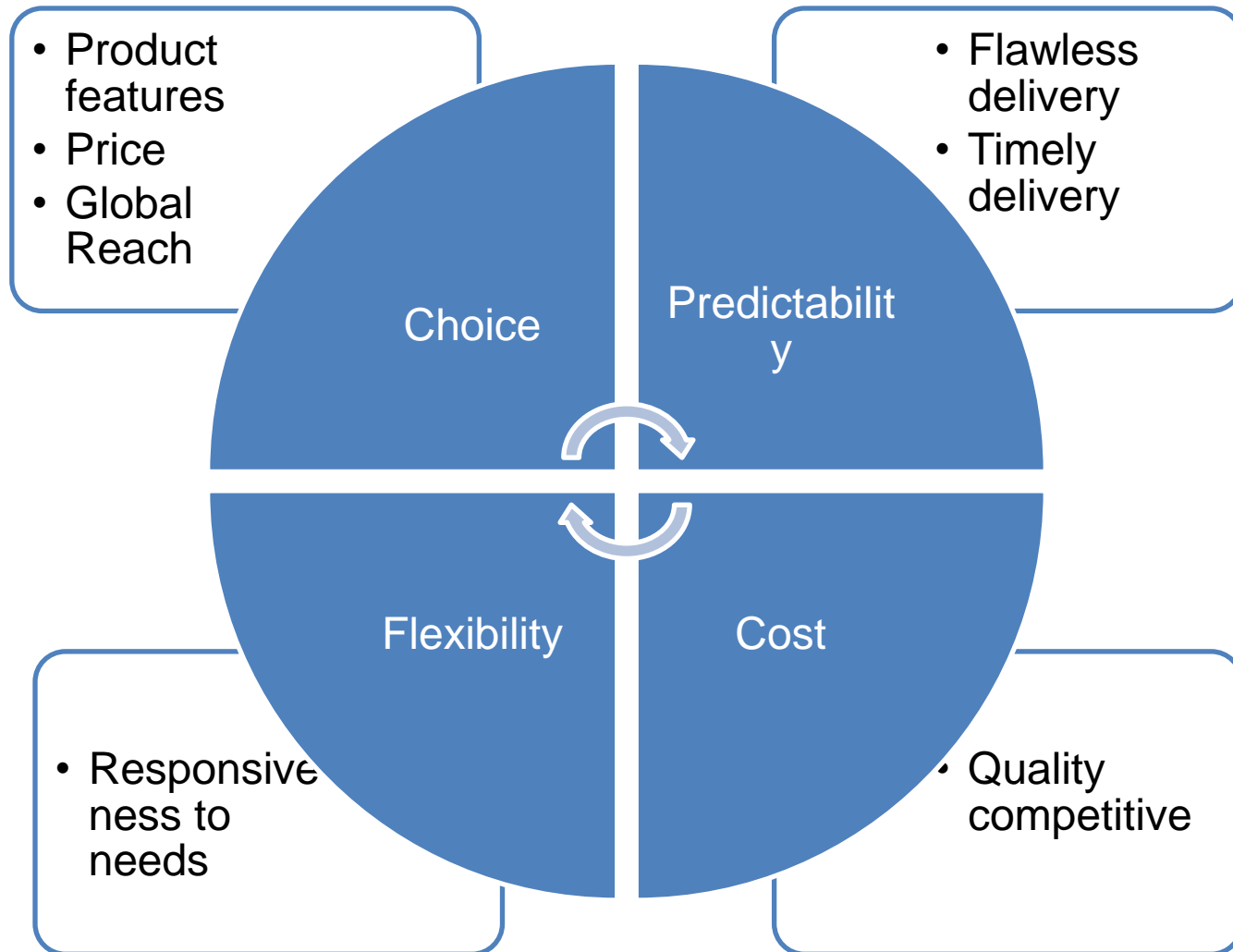
## ***Reasonableness of cost:***

The rising costs of raw materials have been adjusted by the company 's innovative product line.

## ***Acceptability of risk level:***

- LEDs Technology yet not accepted by domestic players.
- LEDs are expensive compared with other light sources
- LEDs must be supplied with the correct current. This can involve series resistors or current-regulated Power supplies.

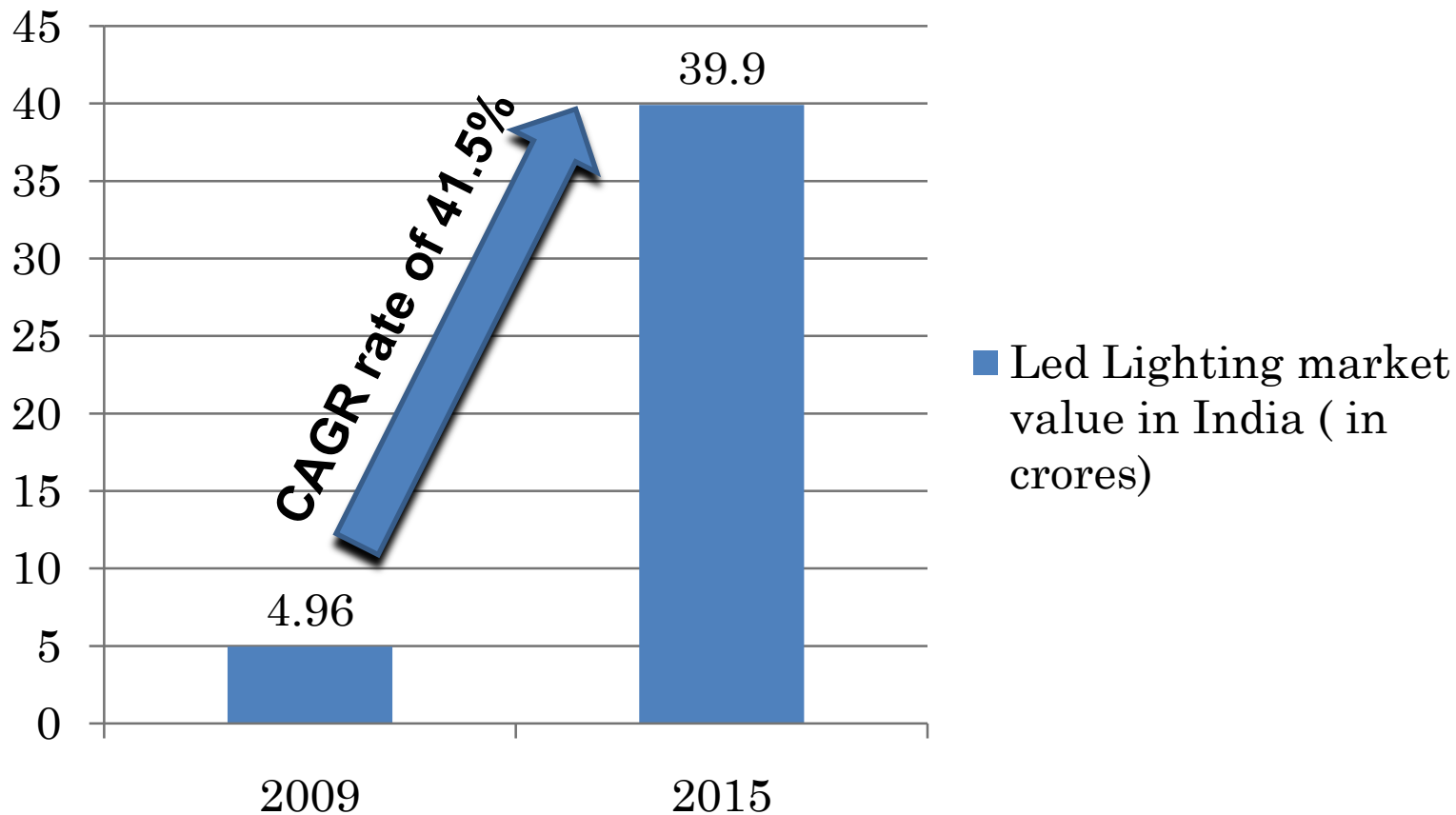
# KEY DETERMINANTS



# MARKET GROWTH POTENTIAL

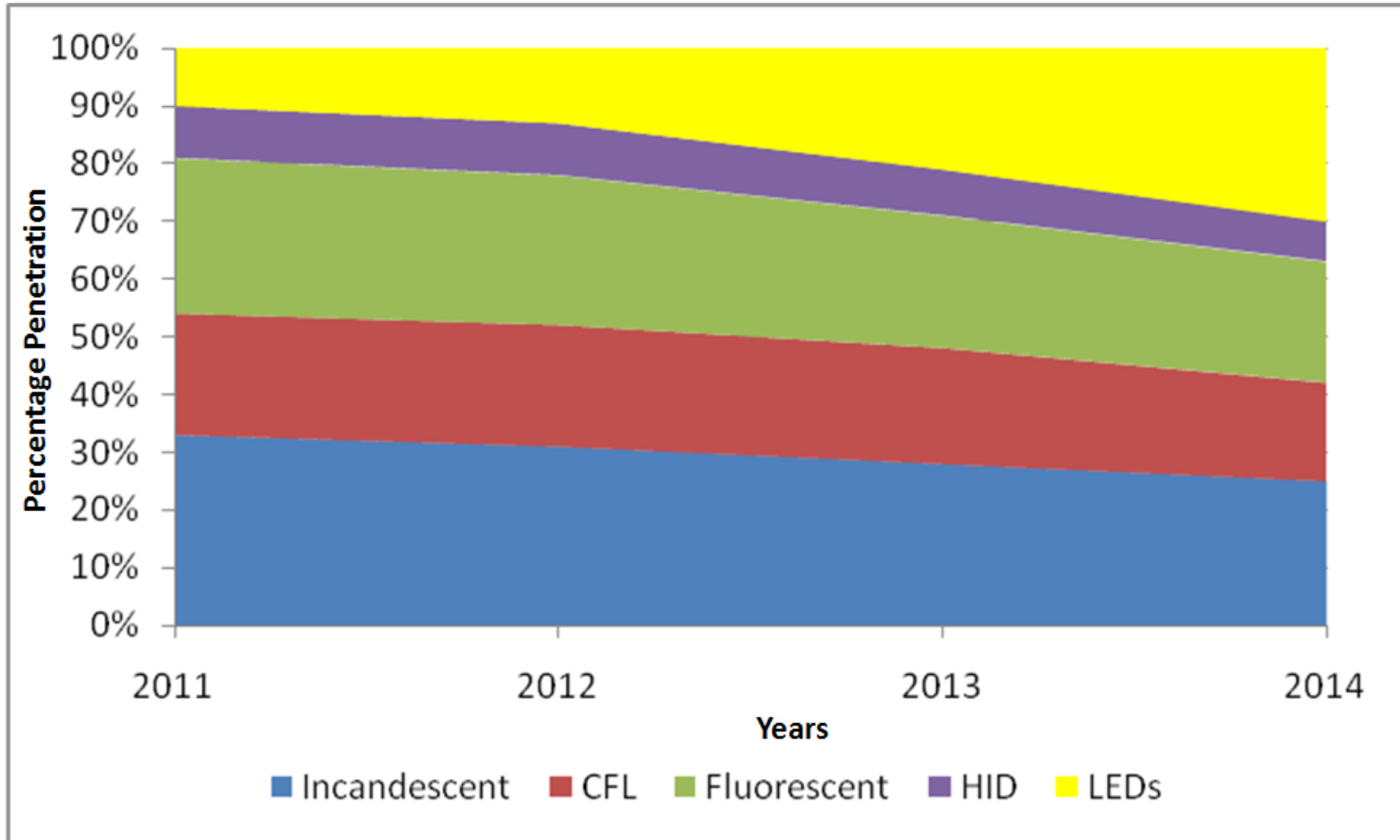
➤ *Increase in number of potential customers*

## Led Lighting market value in India



# 'LED' THE FUTURE

Lighting Market penetration – Total worldwide stock





- ***Recently, the company has started work on lighting projects at the Delhi International Airport and Mumbai International Airport.***

## ORIO LED APPLICATIONS



Secondary Roads



Campus Lighting



Industries



Hospitals & Healthcare



Hotels & Resorts



Residential Area Lighting

# ***INCREASE IN CUSTOMER ACCEPTANCE***

- ***Key drivers for adoption:***

- ***Policy :***

Governments around the world are banning older, inefficient lighting technologies and subsidizing the retail price of more efficient types.

- ***basic economics :***

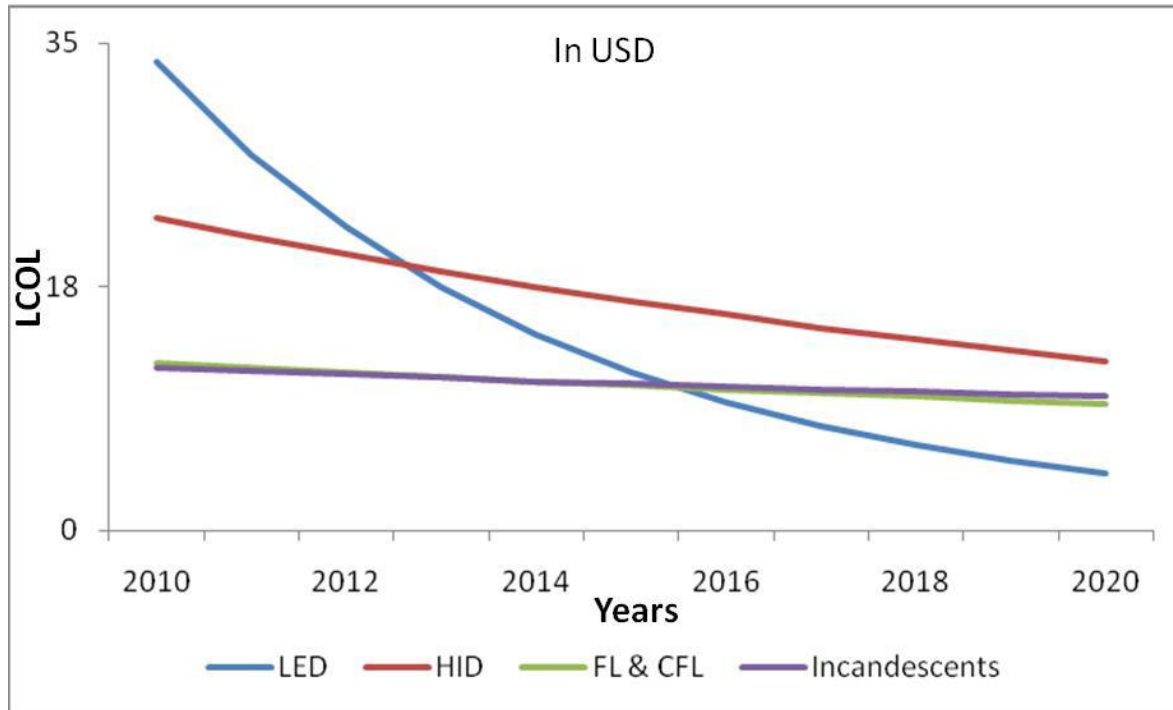
Economic trends affecting LED adoption:

- ***continuing decline of LED retail prices***

compared to incumbent technologies where prices are flat or are declining much more slowly.

- ***Shrinking pay back periods***

➤ **high energy-use market segments:**  
**Comparing LOCL**  
**(lifetime cost of lighting),**  
**LEDs beat all its competitors by 2016.**

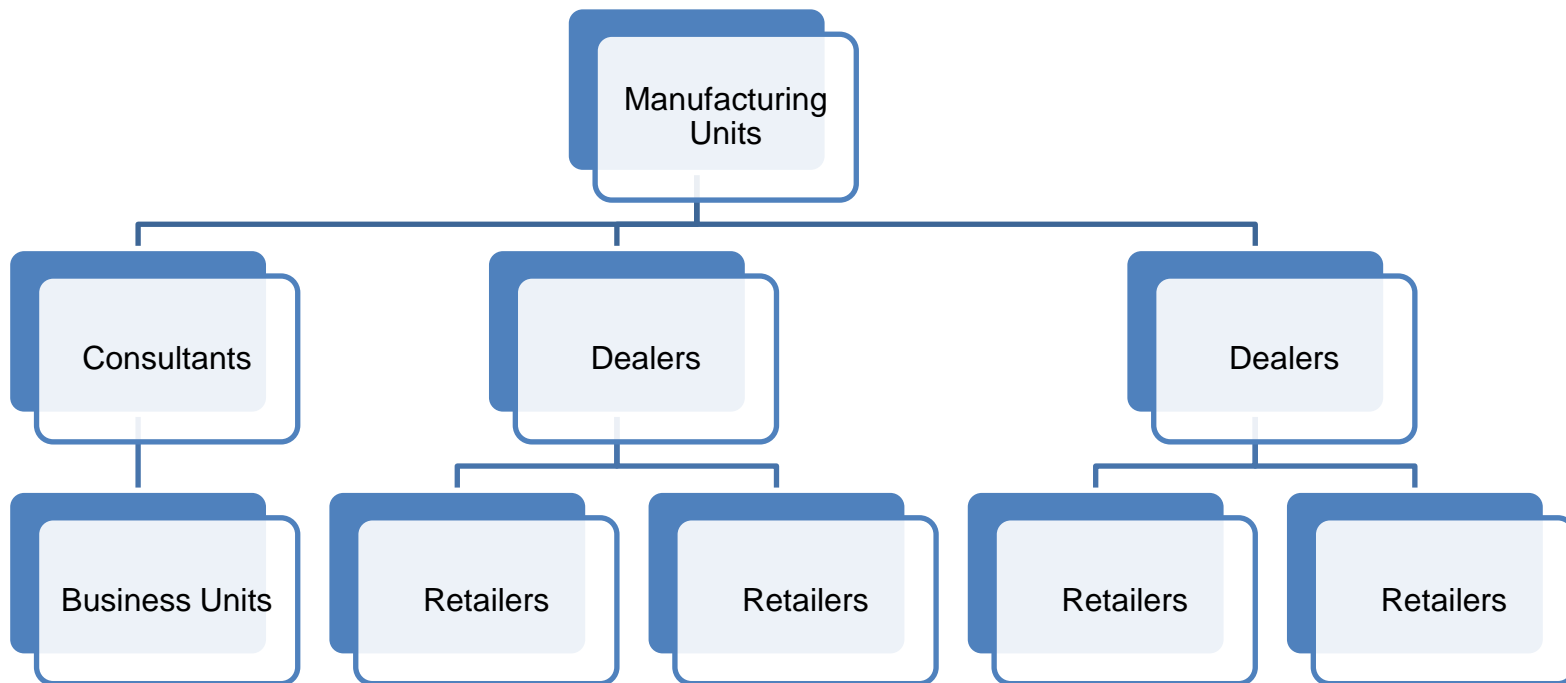


*LOCL = Selling price of a fixture + Operational costs + Cooling offsets + Maintenance costs + Replacement costs*

# PRODUCT NEWNESS AND DESIGN

- **Orio won the coveted *'Design for Asia Merit Recognition Award 2010'* in Product Design category for the most influential good design in Asia.**
- **Eco friendly solution due to zero mercury content**
- **Green by design due to 90% recyclability after end of useful life**
- **Contains 35% recycled materials**
- **Has the 'LED' advantage leading to high energy savings than conventional sources**

# DISTRIBUTION CHANNEL



- Wipro follows '**Push Strategy**' in distribution
- Customer centric organization, has a dedicated team called Customer Advocacy to address unforeseen challenges
- Channel Motivation by providing incentives through margins and credit delays.

## *Advertising:*

Trade shows

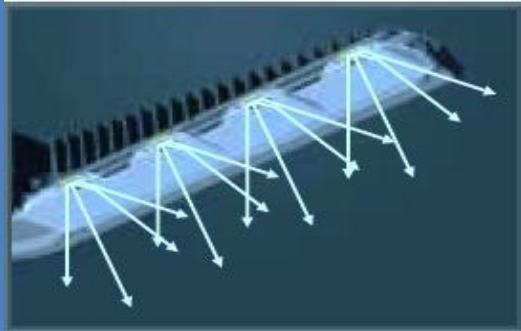
LED expos

Architectural trade shows

Light shows

# TECHNICAL ANALYSIS

Street lighting optics with uniform illumination



Stylish & compact luminaries' for modern cityscapes



Maintenance free long service life



Green by design : Orio LED is up to 90% recyclable and consists of 35% recycled materials.



# ***PRODUCT FEATURES***

- **high energy savings and reduced carbon footprints**
- **good street lighting optics with high power, high efficiency LEDs (greater than 100 lumens per watt)**
- **Ensuring maintenance free long service life 70% lumen maintenance at 50000 burning hours**
- **Improved night visibility**
- **Significantly longer lifespan**
- **Reduced maintenance costs**
- **Instant-on with no run-up or re-strike delays**
- **No mercury, lead or other known disposable hazards**



Factors	Wts	Rating										Factor Score
		10	9	8	7	6	5	4	3	2	1	
Input availability	0.20			√								$0.20 \times 8 = 1.6$
Reasonableness of cost	0.10					√						$0.10 \times 6 = 0.6$
Adequacy of Market	0.10					√						$0.10 \times 6 = 0.6$
Distribution Channels	0.05			√								$0.05 \times 8 = 0.4$
Delivery	0.05		√									$0.05 \times 9 = 0.45$
Advertising	0.05			√								$0.05 \times 8 = 0.4$
Technology	0.15	√										$0.15 \times 10 = 1.5$
Government Policy	0.10	√										$0.10 \times 10 = 1$
Stability	0.10			√								$0.10 \times 8 = 0.8$
Dependency on firm's strength	0.10	√										$0.10 \times 10 = 1$

***Thank You***