

April 19, 2022

To,

**BSE Limited**

: Code No. 500031

Department of Corporate Services  
Phiroze Jeejeebhoy Towers  
Dalal Street Mumbai 400 001

**National Stock Exchange of India Limited**

: BAJAJELEC - Series: EQ

Listing Department  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (East), Mumbai 400 051

Dear Sir/Madam,

**Sub.: Press Release**

Please find enclosed Press Release issued by Bajaj Electricals Limited titled – ***“Bajaj Electricals Limited partners with wtec to provide smartengine intelligent building technology for network-powered lighting & sensor infrastructure in India”***.

Kindly take the above on record.

Please acknowledge receipt of the same.

Thanking you,

Yours Faithfully,  
For Bajaj Electricals Limited

Ajay Nagle  
Head of Department – Legal (and Company Secretary)

Encl.: As above.



## Bajaj Electricals Limited partners with wtec to provide smartengine intelligent building technology for network-powered lighting & sensor infrastructure in India

Mumbai | San José, CA | Frankfurt, Germany – 19th April 2022

Bajaj Electricals Limited (BEL) — India's leading consumer appliances and lighting brand, announced its partnership with wtec which is a global developer of technology dedicated to innovation, reducing environmental impact, and enabling smart building use cases throughout the built space. The company has selected the smartengine platform as its infrastructure technology for energy-efficient smart lighting and fine-mesh sensor network. Through this strategic alliance, BEL aims to bring disruptive technology to significantly impact infrastructure operations in terms of smarter solutions, efficiencies in operations, and cost savings.

**Rajesh Naik, Head of Illumination Business at Bajaj Electricals Ltd.** said, *"Being the pioneer in the lighting segment, Bajaj Electricals has been committed to creating innovative products and providing end-to-end solutions for its customers. With wtec's state-of-the-art technology, we will establish exclusive end-to-end product and smart service offerings in India's growing Data Centre, Public Infrastructure and Logistics verticals. These will create **smart and sustainable spaces** with exciting features, meaningful value, and substantial cost savings for our customers in India. With our reach and proven network-powered technology from wtec, we are confident about making a good impact on this fast-growing segment."*

**Alex Klein, Director of Sales for wtec** added, *"This partnership between Bajaj Electricals Limited and wtec is an important milestone in the illumination and infrastructure segments that will help reimagine the next chapter of smart lighting via futuristic internet of things (IoT) offering. Having successfully delivered hundreds of network-powered lighting projects worldwide, some of the largest have been in the office space in India. Partnering with the experience, reach and values of Bajaj Electricals in view of joint market leadership is the next logical step, and we are looking forward to it."*

Swiss based Anchor Group has played an instrumental role in activating this partnership. With operations in Switzerland, India and three other countries, the Group has a very strong cross-border investment and strategic alliances model targeting cutting edge technology companies across Europe and India. The Group's efforts are dedicated towards growth and expansion stage technology companies, financial institutions, and private investors seeking growth and direct investment opportunities under the cross-border model. **Raghav Kanoria, Partner at Anchor Group**, said, *"As a leading cross-border investment & corporate development firm, Anchor Group understands that India is ripe to absorb cutting edge technology and offers a substantial growth opportunity for global firms. We are delighted to forge this alliance between Bajaj Electricals Limited and Wtec that will bring cutting-edge German and US technology to the Indian market. This combination of technology and the reach and experience of Bajaj Electricals shall accelerate the move towards smarter, more sustainable, and future-proof buildings."*

Bajaj Electricals Limited has a strong presence in India in smart lighting and outdoor infrastructure segment. Over the years, it has grown to offer smart and sustainable products and solutions to its discerning customers. wtec's smartengine platform comprises network-powered, low voltage smart building technology that delivers real-time IP data from its fine-mesh sensor network while powering and controlling LED fixtures with best-in-class energy efficiency and achieving savings up to 75%. Open APIs connect to building systems for additional savings from HVAC optimisation, and to smart building apps for wayfinding, asset tracking, space management and analytics.

Customers will enjoy synergies from this partnership as the solutions offered will have scalable architecture, making technology quick to install and commission, easy to administer, and flexible for building changes.

**About Bajaj Electricals Ltd:** Bajaj Electricals Limited, a globally renowned and trusted company, with a turnover of ₹INR 4,585 crores (FY 20-21), is a part of India's leading business conglomerate "Bajaj Group". With a business portfolio that spans across Consumer Products (Appliances, Fans, Lighting) and EPC (Illumination, Power Transmission and Power Distribution), Bajaj Electricals also has a strong presence in premium home appliance and cookware segments with brands like Morphy Richards and Nirllep. The company has an expansive network of 18 branch offices, 500+ distributors and more than 2.18 lakh + retail outlets across India combined with over 500 consumer care centres, fortifying its dominant presence in the consumer products sector. The portfolio under the EPC segment of Bajaj Electricals Limited includes EHV transmission line projects, EHV substations, monopoles for transmission and distribution, electrification projects, high mast and street lighting, sports lighting, industrial and commercial lighting, specialised illumination projects on turnkey basis and other solutions. Bajaj Electricals Limited has always lived up to its ethos of putting the consumer first and meeting its core brand value of "Inspiring Trust".

To know more about Bajaj Electricals Limited, please visit the website [www.bajajelectricals.com](http://www.bajajelectricals.com)

For Media queries, contact:

Deepika Roy: [deepika.roy@sixdegrees-bcw.com](mailto:deepika.roy@sixdegrees-bcw.com); 9167314182

Nupur Joshi: [nupur.joshi@bajajelectricals.com](mailto:nupur.joshi@bajajelectricals.com)

#### **About wtec**

wtec develops pioneering technology with a clear focus on sustainability. Developers in Silicon Valley and Frankfurt, Germany, consistently work on innovative products and solutions that are successfully used worldwide by dozens of leading Blue Chips. Driven by developing for technological innovation, and benefits for people & environment, wtec contributes to the creation of real value and true building intelligence. More information on wtec at [www.wtec.io](http://www.wtec.io)

\*\*\*