

# Crompton

Crompton Greaves Consumer Electricals Limited  
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Date: September 1, 2023

To, <b>BSE Limited ("BSE")</b> , Corporate Relationship Department, 2 <sup>nd</sup> Floor, New Trading Ring, P.J. Towers, Dalal Street, Mumbai – 400 001.	To, <b>National Stock Exchange of India Limited ("NSE")</b> , "Exchange Plaza", 5 <sup>th</sup> Floor, Plot No. C/1, G Block, Bandra- Kurla Complex Bandra (East), Mumbai – 400 051.
<b>BSE Scrip Code: 539876</b>	<b>NSE Symbol: CROMPTON</b>
<b>ISIN: INE299U01018</b>	<b>ISIN: INE299U01018</b>
<b>Our Reference: 108/2023-24</b>	<b>Our Reference: 108/2023-24</b>

Dear Sir/Madam,

Sub: **Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release**

This is in continuation of our earlier letter dated August 12, 2023, informing about Product Launch of Solarion Outdoor and Garden Lights, in this regard, we hereby issue Press Release, enclosed herewith.

The above information is also being made available on the website of the Company at [www.crompton.co.in](http://www.crompton.co.in)

This is for your information, and you are requested to bring this to the notice of your constituents.

Thanking you,

For **Crompton Greaves Consumer Electricals Limited**

**Rashmi Khandelwal**  
**Company Secretary & Compliance Officer**  
**ACS – 28839**

Encl: A/a

## Crompton forays into Outdoor Lights segment with the launch of its new Solarion range of Garden & Gate Lights

**August 31, 2023, Mumbai:** Known to enhance consumer experiences through its unique offerings, **Crompton Greaves Consumer Electricals Ltd.** (CGCEL) has announced the launch of its new aesthetic and diverse range of outdoor lighting - **Solarion Garden Lights**. Leveraging its 80 year legacy of quality, long-lasting durability, and innovation, this new range carries the promise of the brand and its service, designed to enhance the beauty of outdoor spaces. The new lighting fixtures are waterproof, weatherproof and rustproof and come in a diverse range for the consumers to choose from, thereby making this the perfect solution to illuminate your pathway and accentuate the garden's beauty through all the seasons.

Outdoor décor is increasingly becoming a focus as people are investing time and effort into transforming their outdoor spaces into personal havens. From cozy patio setups to vibrant garden landscapes, individuals are seeking to create an inviting and stylish environment for relaxation and entertainment. Garden enthusiasts who value their outdoor spaces highly seek lighting solutions that not only enhance their garden's beauty but also demonstrate durability throughout the seasons, ensuring utmost care is taken in its maintenance as well. With a deep understanding of their needs, Crompton aims to help customers bring their outdoor decor visions to life with reliable lighting solutions - its diverse range of Solarion Garden Lights that will stand the test of time.

Crompton's new range of outdoor lighting fixtures also offers a diverse selection for consumers to choose from. Whether they prefer plastic or metal gate-posts and bollards, Crompton has a wide range of options available to suit various garden styles and preferences. The entire range is IP65 certified water-resistant and features bulb holders with a long-lasting rust-resistant coating, giving consumers peace of mind that their investment will last through the seasons. By providing such a diverse range, Crompton aims to cater to the unique tastes and preferences of its discerning customers.

Speaking about the company's newly launched outdoor lighting products, Shaleen Nayak, Vice President & Business Head, Lighting at Crompton Greaves Consumer Electricals Ltd said, *"Crompton designs products keeping in mind quality and great experience we provide to our consumers. We understand the deep connection people have with their gardens and the pride they take in creating a captivating ambiance, We are thrilled to introduce our new range of garden lights, designed to illuminate outdoor spaces with a perfect blend of quality and innovation. With our new range, we recognize the opportunity to tap into a growing market and provide lighting solutions to meet the needs of outdoor loving consumers.\*"*

In order to upgrade the consumer's lifestyle and provide better outdoor spaces, Crompton has launched the following range of outdoor garden lights:

Product Name	Dimension	Input Rate Voltage	Color	Rust resistant	IP65 certified Water resistant	Durable plastic body	Price
Solarion Eclipse Round	200 x 200	220 – 240V	White	✓	✓	✓	1500/-
Solarion Eclipse Oval	231 x 200	220 – 240V	White	✓	✓	✓	1500/-
Solarion Imperial Neo	300 x 180	220 – 240V	White	✓	✓	✓	1500/-
Solarion Imperial Lantern	300 x 90	220 – 240V	White	✓	✓	✓	1500/-
Solarion Imperial Round	416 x 189	220 – 240V	White	✓	✓	✓	3600/-
Solarion Imperial Prime	416 x 180	220 – 240V	White	✓	✓	✓	3600/-
Solarion Starlyt	210 x 220	220 – 240V	Grey	✓	✓	✓	3000/-
Solarion Starlyt Prime	190 x 220	220 – 240V	Grey	✓	✓	✓	3000/-
Solarion Lunar Bollard	360 x 156	220 – 240V	Grey	✓	✓	✓	7500/-

Available across markets in India as well as on e-commerce.

### About Crompton:

With a brand legacy of 80+ years, Crompton Greaves Consumer Electricals Ltd. is India's market leader in the category of fans and residential pumps. Over the years, the organization has continuously strived to produce a range of innovative products that cater to the modern consumer including superior quality and high-performance water heaters, anti-dust fans, antibacterial LED bulbs and a range of other categories like air coolers, food processors like mixer grinders, electric kettles and garment care like irons. The company has further invested in brand and innovation to not only better understand and meet consumer needs, but to also help drive energy efficiency. The consumer business also has a well-established and organized distribution network driven by a strong dealer base across the country offering a wide service network and robust after sales service to its customers.

Having consistently worked towards the development of energy efficient products, the company bagged two prestigious National Energy Consumer Awards (NECA) for the Most Energy Efficient Appliances of the Year 2019 organized by the Bureau of Energy efficiency (BEE), Ministry of Power - one for Ceiling Fans for its HS plus model and the other one in the LED Bulb category for its 9-Watt LED bulb. The company has also been featured in Brand Top 75 most valuable Indian brands list for 2020 released by WPP and Kantar.

Furthermore, Crompton was also recognized as the Brand of the Decade 2021 by Herald Global and BARC Asia in the Consumer Electrical category.