

LUMINOUS

Khushiyon ka ghar

Luminous Power Technologies, a leader in power solutions, is a 32-year-old company which started as a small venture. Now on its brand transformation journey, its mission is to become a name synonymous with all-encompassing home electrical, power backup and residential solar solutions and create millions of happy homes in India. Today, Luminous is already a powerful, trustworthy brand name in 100 million Indian homes, In the course of this successful journey, it has embraced the core values of reliability, consistency, longevity and the highest standards of integrity along with dynamic ideas and innovation. Its consumer-centric focus has led Luminous into new categories to deliver excellence in every product and home solution it offers.

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INDIA'S SMARTEST INVERTER

ZELIO WiFi

Monitor power situation at your home from anywhere in the world.

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Power backup time | Load percentage | Check inverter battery health | Power cut trends | Pure sine wave | Protection through MCB

Market

With the increase in disposable income, power backups systems are no longer popular only in Tier 1 cities, but also in Tier 2 cities and rural regions of the country. In recent times, there has been an improvement in the power situation, and it was believed that the market for inverters and UPS systems would eventually die out.

However, the improved power conditions are not sufficient to meet the demand of unplanned power cuts and rapid industrialisation. The dependence on electronic appliances as well as the government initiatives such as Digital India and Smart India has fuelled sales. The power backup market in India is expected to grow to ₹504.66 billion by 2023, expanding at a CAGR of 11.28% during 2018-2023.

Within this, the UPS market is expected to expand to ₹99.83 billion in 2023, at a CAGR of 11.97%. Growing investments in IT and the rapid development of the IT sector have contributed to the boom in the UPS market.

In the power solutions market, Luminous is the leading player; it has built a distinguished presence over 32 years of its operations. Powering 100 million happy homes in India alone, Luminous is also the highest exporter of power backup

products. It is present in 36 highly competitive countries in Africa and the Middle East.

The Luminous brand has won hearts with its wide range of innovative products in the home electrical market that covers residential solar and power backup, fans, switches, and LED lighting. The company operates in three major markets – power backup, home electrical and residential solar applications. In a highly cluttered, me-too market, Luminous has developed key differentiators for each SKU to offer a higher benchmark to its consumers.

Be it UPS, batteries or solar solutions, Luminous understands that uninterrupted power is the key to uninterrupted life. Doorstep aftersales facility and a 24x7 service directly from the company-trained professionals in more than 400 cities add to this Superbrand's edge.

Achievements

In more than three decades of its operations, Luminous has been highly feted and decorated with numerous awards and citations. It has

won the Consumer Superbrand title for residential power backup five consecutive times, including 2020. It was listed four times as India's Most Trusted Brand in power products in The Brand Trust Report, India Study. Luminous was also declared a winner in Best Disruptive Tech Solution/Product of the year – IoT for its solar PCU unit by Kamikaze B2B Media in 2016. And it was honoured as a company with great managers by Times Ascent in 2016. It also won the best CSR Impact Initiative Award and Best Community Development Award at the National CSR Leadership Summit – 2016. Luminous enjoys an AA+ rating.

Luminous has also won Gold at Sammie Awards – 2019 in the category of Best Use of Video Content for its brand campaign – Khushiyon Ka Ghar.

A responsible corporation, Luminous is focussing on 4E's of development, namely – Education, Elementary Health, Environment and

Employability. More than two lakh people are the beneficiaries of these initiatives across India.

History

In 1988, Luminous – derived from the word luminosity – was launched with little fanfare. For three years, the company worked to perfect a product that would find acceptance in the market. By 1991 the first Luminous Home UPS was ready and met with instant success. The market received Luminous' first UPS three years later. The next six years were spent in innovation and further improving a product already billed as world-class. At the turn of the century, the first Luminous Home UPS was exported.

In the meanwhile, Luminous had decided to manufacture batteries. A state-of-the-art plant was set up in that regard in 2004. The same year, Luminous entered into an agreement with Eagle Picher Inc., a US major and a leader in battery technology. Soon, armed with the Eagle Picher tech, Luminous launched a broadside on the battery market. A full range of batteries was delivered to a market waiting for a novel experience. By 2007, a leading private equity fund and a member of France's Credit Agricole Group

LUMINOUS

75* MONTH WARRANTY

LUMINOUS

Life-Max LM18075

LONG BACK UP. SUPERLONG LIFE

150Ah Tall Tubular 75 Months Warranty

STATUTORY WARNING

It is mandatory to use that used batteries must not be disposed off in any manner other than depending the same with the dealer/manufacturer or registered transporter approved by the concerned state designated collection centers for reuse/recycle please visit www.luminousbattery.com.

Conditions Apply

Long Lasting Inverter Battery

Easy Maintenance With Level Indicators

– CLSA Capital Partners – found Luminous to be an attractive investment.

By 2011, Luminous had forayed into home electricals and solar applications and had scaled new heights with every passing year. Today, Luminous is part of the Schneider Electric family.

Product

A No.1 battery/inverter (Source: internal estimates) brand and a leading player in the residential solutions space, Luminous Power Technologies has seen the paradigm shift from functional to a personal choice-based consumer buying behaviour. The company, therefore, is also transforming into comprehensive home electricals and power solutions provider to address the diverse needs of the consumers of the future.

Luminous boasts a vast portfolio of low-, medium- and high-capacity power backup solutions custom-made for rural, urban as well as commercial requirements. While Zelio Home UPS is an innovative offering with an LED panel displaying the backup time in hours and minutes, Shakti Charge Home UPS has the extraordinary ability to charge the battery even as voltage dips to as low as 95 volts. The high-capacity power backup range can run equipment ranging from as ACs, washing machines, big refrigerators and small pumps to dental chairs, deep freezers, clinics, shops, cyber cafés, etc.

The company's battery range starts from 60 Ah and goes up to 220 Ah.

Luminous has pioneered unique residential solutions within the solar industry of India. It has already become the country's leading provider of future-ready sustainable and energy-efficient products that include the widest range of solar solutions ranging from panels, inverters and controllers to batteries for residences and small commercial enterprises.

The fans and LED lights sectors are other areas where Luminous has aced with wide ranges to address every requirement, be it home or office, and the latest technology ensuring maximum wind circulation at minimum voltage consumption and remote-controlled fans with fully-functional LED lights. Luminous also has a range of world-class modular switches in unique colours and designs.

Among its many innovations are the wall-mounted lithium-ion backup systems for homes called Regalia, solar PCUs with advanced remote monitoring interface and, fans with highest air delivery. With its global experience in electronics, Luminous plans to enhance the lighting experience of Indian consumers with multiple solutions in line with international technological innovations.

Recent Developments

Luminous launched its new independent battery brand Amaze and roped in Virat Kohli as the brand ambassador. Amaze will develop an entirely independent ecosystem to that of Luminous, which would cater to the unstructured battery market

including a different team at the company and outlets. Launched just a year ago, Amaze already has presence across India and is doing well.

The latest development the company is proud of is its launch of the advanced range of LED battens with unique designs and applications catering to diverse consumer needs. These battens are a complete solution for home lighting, with night mode, colour-changing features, smart switch and multi-scene modes with patented technology.

The Tierra range of modular switches from

Luminous is another example of a perfect amalgamation of meticulous engineering, advanced technology and aesthetic design. Tierra is one of the most premium switches in the industry, covering the full spectrum of home

décor themes from contemporary Titanium finish to more eclectic Amber.

The success of the newly launched Signature fan range from Luminous is due to a key consumer insight gained during exhaustive surveys – the consumer wants to design and decorate their homes to be a reflection of their personality. This led to sixteen unique designs of fan models involving the development of various complex parts

which were firsts in the fan industry. The world's most prestigious and influential design accolade A' Design Award was conferred on the New York Tiffany fan range, symbolising exceptional design excellence in this category.

Luminous also introduced solarbyluminous.com™ which is a one stop solution for the consumer. It gives guidance on selecting the right solar installations for their requirement, and places at their disposal top of the line solar products along with quality workmanship. Providing end to end support, easy buying options and life time support, Luminous has successfully installed over 251 projects across India and over 1000KW (YTD) under solarbyluminous.com.

Leveraging a leadership and fifteen years of lead-acid expertise,

in 2019, Luminous Power Technologies ventured into automobile batteries as part of its portfolio expansion. It is already one of the largest lead-acid battery businesses in India, selling over 25,00,000 batteries annually.

Promotion

Luminous Power Technologies is investing extensively on extending its image from being just a leading power backup solutions company to a complete home electricals, power backup and renewable energy solutions provider that creates millions of happy homes in India.

The digital domain, mainly social media, is what the company has been focusing on recently. Its digital campaign – Dil Se was launched to celebrate the brand's successful journey with cricket icon Sachin

Tendulkar. Through this campaign, Luminous showcased the synergy between the brand's value and Sachin's principles, building a deep and emotional connect with its consumers. The campaign has so far generated millions of impressions across social media, thanks to the company's communication engagement.

Pan-India customer studies done by an external agency to assess the health of the brand have repeatedly established the fact that Luminous is making encouraging progress in humanising the brand and has gained immense love from its consumers.

Brand Values

Luminous believes that happiness should reside in every home. It believes in filling the air with joy, lighting up every corner with delight and switching on smiles. Making every moment matter and powering happy homes is the core belief at the heart of the brand. At Luminous, the mission is to make every home a Khushiyon Ka Ghar.

Luminous has grown from just providing power backup systems to offering a complete portfolio of home electrical products, to making home the happiest and most comfortable place on earth. With this motive, Luminous has moved from its earlier tagline – Jis Pe Desh Bharosa to the new promise, Khushiyon Ka Ghar.

Things you didn't know about LUMINOUS

- * Luminous is the first in the power backup category to reach a 100 million installed base
- * Luminous is the first company to advertise on TV and the first to have a brand ambassador in its category
- * Luminous is the first to launch short-tall tubular batteries
- * Luminous is the first to launch a wall-mounted power backup system in India
- * Luminous is the first to launch an LED fan in India
- * Luminous is the first to launch a smart solar PCU in India
- * Luminous is the first to launch highest air delivery fans in India

luminousindia.com

