

## THE INDUSTRY CONGRATULATES



ELCOMA, over which I am honoured to preside, is celebrating its Golden Jubilee on 29 June, 2020. 50 years is a major milestone for any association. Today we pay homage to the founding fathers and salute them for their vision. ELCOMA's founders wanted that the lighting products should be available to the consumers at the most affordable prices and their vision has been fulfilled by the industry. Our industry adopted all the technological changes in the last fifty years very quickly – from a simple incandescent bulb to the latest smart lighting solutions, we have been matching pace with the rest of the world. Together we get to celebrate such a remarkable day in the history of our industry and our nation. I would like to congratulate the entire lighting fraternity once again for the golden jubilee celebration.

Namaskar. Jai Hind.

**RAJU BISTA**  
**MANAGING DIRECTOR, SURYA ROSHNI**  
**PRESIDENT, ELCOMA**



I feel emotional when I see that ELCOMA has completed 50 years of its existence in India. I have personally spent more than 15 years with ELCOMA and I have seen the industry growing admirably. All small, mini, medium and large manufacturers are ELCOMA members. I am proud to say that all ELCOMA members exist as one family. I must congratulate all the members on this event of Golden Jubilee celebration of ELCOMA.

**SHYAM SUJAN**  
**SECRETARY GENERAL, ELCOMA**



The idea of ELCOMA was started by some visionary Industrialists. 50 years ago, it was the time of 'License Raj' and in order to get through to the government you needed a representative body. These industrialists thought of constituting an association, collected like-minded people and ELCOMA came into existence. I think this farsightedness paid off to a great extent. ELCOMA has created a platform where the interests of multinational companies, listed companies, unlisted companies and owner driven companies are represented equally and fairly. ELCOMA has proved over the last fifty years that this body not only brings the industry together and facilitates relationship with the Government but at the same time also ensures 100% compliance by the industry. I think it's been a great innings by ELCOMA and we look forward to celebrate 100 years of its existence and beyond.

**MR. SUNIL SIKKA**  
**ADVISOR, ELCOMA**  
**PRESIDENT, ELCOMA (2010, 2012)**



When people talk about Lighting, India is considered among the few countries where the LED transformation happened very fast and CFL products are almost out of production. When the CFL technology was introduced, Indian Lighting Industry invested heavily to manufacture these products and help bring energy efficiency and power saving to the country. Now we are looking beyond lighting. We are now thinking about what more can we do with lighting, how do we go to 'connected'. New technologies like Li-Fi are being introduced where you can transfer data through light. As an industry we moved from Incandescent to CFL to LED and now the transformation is happening to connect all those LED products and make them far more efficient and intelligent at the same time. From popularizing CFL, to introducing LED, advocacy against cheap imported goods or breaking new frontiers on lighting – ELCOMA has been at the forefront of these efforts in India.

**SUMIT PADMAKAR JOSHI,**  
**VICE-CHAIRMAN & MANAGING DIRECTOR, SIGNIFY**  
**INNOVATIONS INDIA LIMITED**  
**VICE PRESIDENT, ELCOMA (2018-2020)**



ELCOMA as an association has done a commendable job in transforming the way Lighting Industry has grown in India. From a basic association to today being a body that is leading the way for regulations being in place – such as right safety standards, right performance for Indian conditions, ELCOMA has done a wonderful service to the industry. Completing 50 years is no small achievement. To remain relevant in an ever-changing industry for over 50 years is saying a lot about the value of ELCOMA to our industry.

**AVINDER SINGH**  
**MANAGING DIRECTOR & CEO,**  
**OSRAM LIGHTING INDIA PVT. LTD**  
**TREASURER, ELCOMA (2018-2020)**

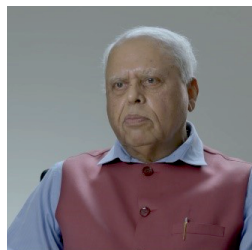
# ELCOMA ON ITS GOLDEN JUBILEE



When I look back, ELCOMA has played a fantastic role in terms of managing relationships with and between the government and the industry. ELCOMA was established with two clear objectives – the first was to take care of consumer's interests and second was to take care of manufacturers' interests. Initially, there was always a conflict about whether we should import or we should manufacture lighting products in India. The consensus within the Industry was to always give priority to Indian manufacturing. Our Hon. Prime Minister Sh. Narendra Modi has been talking about a pledge to 'Make in India'. But this is something which we been talking about for more than fifty years in the Indian Lighting Industry.

We have great camaraderie among ELCOMA members. Though we compete in the same market, we are able to leave all that behind us when we are together on the ELCOMA platform and take collective decisions as a unified industry. This has happened primarily due the efforts of ELCOMA.

**MR. SHEKHAR BAJAJ**  
CHAIRMAN & MANAGING DIRECTOR, BAJAJ ELECTRICALS LTD  
PRESIDENT, ELCOMA (2014)



It was a pleasant surprise for me that in the association where the members who had thousands of crores as turnover, picked me, who was from a SME, as President. It was during this period that we brought on board Mr Mamak and Mr Sujan into ELCOMA. Another thing that we introduced was the creation of sub-committees. There was a sub-committee for lamps, luminaires, components, etc. All these committees were

chaired by the GB (General Body) members. I am glad to see that these changes have had the desired effect and to a large extent been able to achieve the objectives that were set for ELCOMA.

**DR. AVINASH KULKARNI**  
CHAIRMAN & MANAGING DIRECTOR, LITEX ELECTRICAL PVT. LTD  
PRESIDENT, ELCOMA (2010, 2012)



I have always looked upon ELCOMA as family where we can share our views and we can get information about the latest technology and about what is happening in Lighting in India. I think all of us who have been associated with ELCOMA are privileged to have seen technology changing several times in these 50 years from incandescent to FTL to CFL and now

to LED which is further moving towards smart lighting. The journey with ELCOMA has been so inspiring and knowledgeable. I wish that we continue to be part of this fraternity and grow with it.

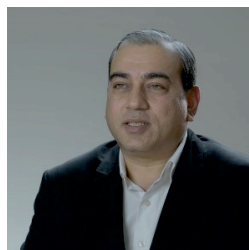
**PUNEET DHAWAN**  
SR. VICE PRESIDENT & BUSINESS HEAD, LIGHTING BUSINESS  
ORIENT ELECTRIC



Firstly I would like to congratulate ELCOMA on completion of 50 years of being part of the Lighting Industry. ELCOMA has truly been the light-house of the industry – from

working closely with the government and industry, policy making, defining regulations, ensuring that the right lighting standards are adopted, identifying areas of expansion for the industry and also being the platform for exhibiting Indian Lighting in India and abroad. ELCOMA is now providing larger platforms where we can have workshops and seminars to disseminate knowledge about the industry to all the key players in the government as well as the industry.

**GAUTAM MALKANI**  
MANAGING DIRECTOR,  
FULHAM (INDIA) PVT. LTD



Congratulations to ELCOMA on completing 50 years. ELCOMA has been the mouthpiece of the light industry for many years now. There are

many sub-committees in ELCOMA such as the Industry Working Group which talks about the industry's problems and helps us solve them. ELCOMA has played a very big role in bringing the Indian Lighting Industry to where it is today.

**KRISHAN SUJAN**  
MANAGING DIRECTOR,  
LEDVANCE PRIVATE LIMITED



CFL started somewhere around the year 2000 and there were lot of cheap quality Chinese imports that were being sold

in India. It was ELCOMA's initiative that got anti-dumping duty introduced on CFL and because of that the CFL industry in India grew by leaps and bounds. The same thing is happening in LED also. ELCOMA has been trying to curb the cheap Chinese LED product imports and promote the domestic industry. I wish ELCOMA once again, all the best for completing 50 years.

**SANJAY GUPTA**  
SENIOR VICE PRESIDENT, CONSUMER  
LIGHTING & SWITCHES,  
WIPRO CONSUMER CARE & LIGHTING