
Press Release

Schneider Electric launches *In-Diya* – a highly energy-efficient LED based Lighting System

- **Aims to illuminate the lives of 500 million Indians having no access to electricity, with special focus on rural India**
 - **Marks a major milestone for Schneider Electric's global sustainable programme BipBop**
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Rueil-Malmaison (France), February 10, 2010 – Schneider Electric launched *In-Diya*, a highly energy-efficient LED based Lighting System, to provide lighting to people living with no or unreliable electricity, on February 3, in New Delhi (India).

In-Diya is a specially designed LED based lighting system that provides backup ranging from 8 – 15 hours for indoor applications. *In-Diya* LED based Lighting System is available in nine different variants. The basic model with 45 LEDs is available for Rs 550 (approximately 8.5 €). It is powered by an external chargeable battery which can be rented from a battery charging station managed by a local entrepreneur. The high-end variant is a 90 LED Solar Home Lighting System which is compatible with the electrical grid and is priced at Rs. 4500 (approximately 70 €).

Speaking on the occasion, Jean-Pascal Tricoire, President & CEO, Schneider Electric, said, "*In-Diya* earmarks a new phase for our continuing sustainable development programme BipBop. This innovative offer will play a key role in providing access to reliable lighting to 500 million people, thereby enabling them to take part in the inclusive growth story of India. *In-Diya* is an innovation by our engineers with the Indian R&D centre and we intend to take this offer to many parts of the world."

In-Diya is the only available LED-based Lighting System which can fully illuminate a typical Indian rural house and provide 8 to 15 hours backup. Schneider Electric's unique R&D and manufacturing capabilities have been utilized to offer a high-quality product at an affordable price.

In addition to using Schneider Electric's strong network of 400 plus channel partners, the Group will join hands with various Micro Finance Institutions, NGOs and specially trained Entrepreneurs to reach the rural masses. Half of the net profit earned from sales of *In-Diya* in India will be put back into the Schneider Electric India Foundation to further the cause of BipBop.

Gilles Vermot Desroches, Sustainable Development Senior Vice-President, Schneider Electric, added, "*Schneider Electric's BipBop is a social business programme. It combines our will to contribute to the development of populations of the base of the pyramid and the commitment to act in three strategically-related areas: Business, Investment and People.*"

By 2012, in partnership with the international NGO Aide et Action, Schneider Electric India will provide vocational electrician training to 4,000 young unemployed school and college dropouts, and support 300 new entrepreneurs from the "Bottom of the Pyramid" to start their own business in electrical market. Schneider Electric India Foundation is presently running 11 training centres in 6 states viz. Tamil Nadu, Andhra Pradesh, Orissa, Karnataka, Bihar and Delhi. Another 10 training centres will be opened during 2010.

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> Focus on benefits of *In-Diya*, a highly energy-efficient LED based Lighting System by Schneider Electric

- Consumes 50% less power than 11W CFL and 90% less power than 60 Watt Incandescent Lamp for the same light output;
- Is mounted on wall and can illuminate a room of 12'X12' for all normal activities;
- In its high-end version costs less than any CFL based solar home lighting system;
- Provides 50,000 hours of lighting.

About Schneider Electric

As a global specialist in energy management with operations in more than 100 countries, Schneider Electric offers integrated solutions across multiple market segments, including leadership positions in energy and infrastructure, industrial processes, building automation, and data centres/networks, as well as a broad presence in residential applications. Focused on making energy safe, reliable, and efficient, the company's 114,000 employees achieved sales of more than 18.3 billion euros in 2008, through an active commitment to help individuals and organizations "Make the most of their energy™".
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