

## Surya Roshni launches Bijlee Bachao Andolan

**Surya Roshni Limited** - one of the largest manufacturers of lighting sources in India has initiated a nation wide campaign '**BIJLEE BACHAO ANDOLAN**' by introducing a wide range of energy saving lighting products comprising of '**CFL (Compact Fluorescent Lamps) & 'Star Rated' FTLs (Fluorescent Tube lamps)**' for an easy & affordable lighting solution to a common man.

**The Compact Fluorescent Lamps(CFL)** of Surya are comparatively eco-friendly manufactured with **green technology which has lowest mercury content by using PDT from G.E Europe**. To provide international quality products, **Surya has joined hands with GE (Europe)** to set up world's latest technology CFL plant in India. In CFL also Surya is using **World's best technology Japanese Fluorescent Powder which gives highest lumen output, with in-built Power Stabilizer**

**The Fluorescent Tubular Lamps(FTL)** of Surya runs upto **10,000 hrs (under controlled conditions)** and are **70% Energy Efficient (as compared to GLS Lamp)**. These FTL's are made from **World's Best Japanese Fluorescent Powder which gives Highest Lumen Output** and Lights up even at Low Voltage. The FTLs of Surya Roshni have been awarded with prestigious '**Star Rating**' by **Bureau of Energy Efficiency, Government of India**. **Surya is the first company in India to receive Energy Efficiency Star Rating from BEE for lighting products.**

**Mr J P Agarwal, Vice Chairman, Surya Roshni Ltd.** said, 'We at Surya Roshni believe in the strong ideology of being the most environment friendly company. The objective behind installation of this kind of machines is to provide our consumers with the products, which are more human friendly, health friendly and most important eco friendly'.

These energy saving products of Surya Roshni are available at over Three lakhs retail outlets covering most of the villages, towns & cities of India.

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