

Phoenix Lamps to make high-end luminaire line

Promit Mukherjee, Mumbai

Phoenix Lamps, a Delhi-based leading halogen and compact fluorescent lamp (CFL) manufacturer, will soon be manufacturing high-end luminaire lines.

It has tied up two Italian companies for the foray.

Phoenix, in February 2006, had allied with a Chinese company for venturing into luminaire business. It is currently sourcing luminaires from China and soon be setting up a facility in India.

A luminaire is a lighting fixture designed to hold fluorescent lamps or other light transmitting devices.

Rajiv Prasad, managing director, Phoenix Lamps, said: "We want to expand our portfolio from being just a lamp manufacturing company to a lighting company and this is a move in that direction."

Prasad said Phoenix recently tied up with two designware high-end luminaire companies in Italy - the Voghera, Italy-based, more than 100-year old firm Zanca, and the Milan, Italy-based Grèchi Illuminazione.

The collaboration with these companies are expected to take the same evolution route as its other Chinese partnerships for general lighting fixtures.

"We will first market the products in India and then over a period of time, keeping in mind the demand and acceptance, we will look at setting up a manufacturing facility," he said.

Prasad said Phoenix will not go for a new location for setting up the luminaire facility; it will be made at the Haridwar unit, which currently manufactures CFLs.

Phoenix also has two other plants in Noida and Dehradun.

The capex of the company for the current year is Rs



Fiat lux

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The company plans a capex of Rs 50 crore this year, which will mainly be invested into its luminaire business.

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"NVC is a big brand name in China and is supplying the entire outside lighting fixtures for the Beijing Olympics. We expect this tie-up to add a lot of value to our existing business," he said.

Phoenix has recently completed Phase I of the expansion plan and Phase II is likely to be completed by Q3 of financial year 2008. This will take Phoenix's total compact fluorescent lamp (CFL) capacity to 75 million pieces. The company has an installed capacity of approximately 120 million lamps per annum (70 million automotive lamps and 50 million CFLs) and a product portfolio of approximately 500 types of lamps across segments.