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## Energy-efficient LED lighting and RoHS compliance have become industry standards.

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**Toshinobu Kawasaki,**

Joint Managing Director, PEWIN, Panasonic Life Solutions India

### How do you view the emerging market trends for lights and switches?

The highest priorities for switches are attractive design, safety, and quality, with aesthetics and product longevity playing crucial roles in enhancing user experience. Emerging trends include soft switches and home automation. In India, there's a growing focus on environmental sustainability and decarbonization, especially in the lighting industry. Energy-efficient LED lighting and RoHS compliance have become industry standards, with Panasonic Life Solutions India ensuring all LED products are RoHS compliant

since 2023. Additionally, the company's commitment to sustainability and energy efficiency aligns with the growing demand for comfortable lighting solutions that improve productivity and reduce energy costs. Panasonic is dedicated to providing tailored lighting solutions to suit various work tasks and moods.

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## What are the specific safety features in your range of switches?

Panasonic prioritizes safety, investing heavily in the construction and testing of switches. Each component, from fire-retardant materials to bimetal silver-plated rivets, is meticulously selected for reliability. Our switches meet stringent safety standards, including an IP20 rating, and feature innovations like captive screws for better installation and integrity.

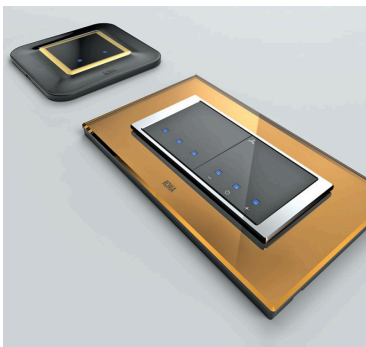
Adhering to both industry regulations and our stringent internal Panasonic Corporation Safety Standard (PCSS), all switches undergo rigorous testing and comply with RoHS directives, showcasing our commitment to safety and environmental sustainability.

## How are designs evolving in switches in terms of looks and aesthetics?

Currently, collared switches are mainly sold in the replacement market, while new projects prefer collarless switches. There is also a trend towards flat switches over regular ones. Additionally, tumbler-type switches, once a legacy product, are gaining popularity in niche markets.

## What are the latest innovations from the company in lights?

Balancing energy efficiency and aesthetics in lighting fixtures is challenging. Panasonic Life Solutions India tackles this with innovative Light Guide Panels (LGPs) featuring a micro-textured surface. These LGPs allow our products to combine high energy efficiency with exceptional visual appeal. While more stylish lighting fixtures are becoming available, achieving both high energy efficiency and great looks is still a challenge.



## How are designs evolving in switches in terms of looks and aesthetics?

Currently, collared switches are mostly sold in the replacement market, while new projects prefer collarless switches. There's a trend towards flat switches over regular ones, and our legacy tumbler-type switches are gaining popularity in niche markets.

## What are the energy efficiency features being introduced in lights and switches?

Panasonic switches are designed for minimal energy consumption. Our bimetal silver rivets improve electrical conductivity, reducing carbon deposition and energy loss. We also offer modular and standalone motion sensors that manage occupancy and reduce energy consumption.

For lighting, using high-efficiency LED chips and optimizing light output through precise temperature

control and optical sensors enable energy-efficient lighting. Smart lighting systems with motion sensors enables smart features like occupancy sensing, reducing energy waste. In smart building applications, solar panels can be used to harness stored solar energy during daylight hours.

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## How do you look at the future growth trends in lights and switches?

### What are your growth plans?

We aim to achieve 50% market share by 2030 by consistently introducing new products that meet evolving customer needs. Leveraging Japanese technology and engineering expertise, we develop safer, simpler, and energy-efficient products. Connected solutions like IoT and Smart Home technologies are trending in the digital era. For the past eight years, we've introduced and continuously expanded our range of connected solutions, including Zigbee, KNX, WiFi, and products for home automation, building management, parking, and energy saving.

We foresee a growing demand for eco-friendly products that promote sustainability and resource conservation. Panasonic Life Solutions India (PEWIN) plans to become India's leading lighting provider by 2030, focusing on unique solutions and products for the commercial and professional markets. Our mission is to enhance lives and contribute to India's future growth with high-quality, efficient, and eco-friendly technologies.



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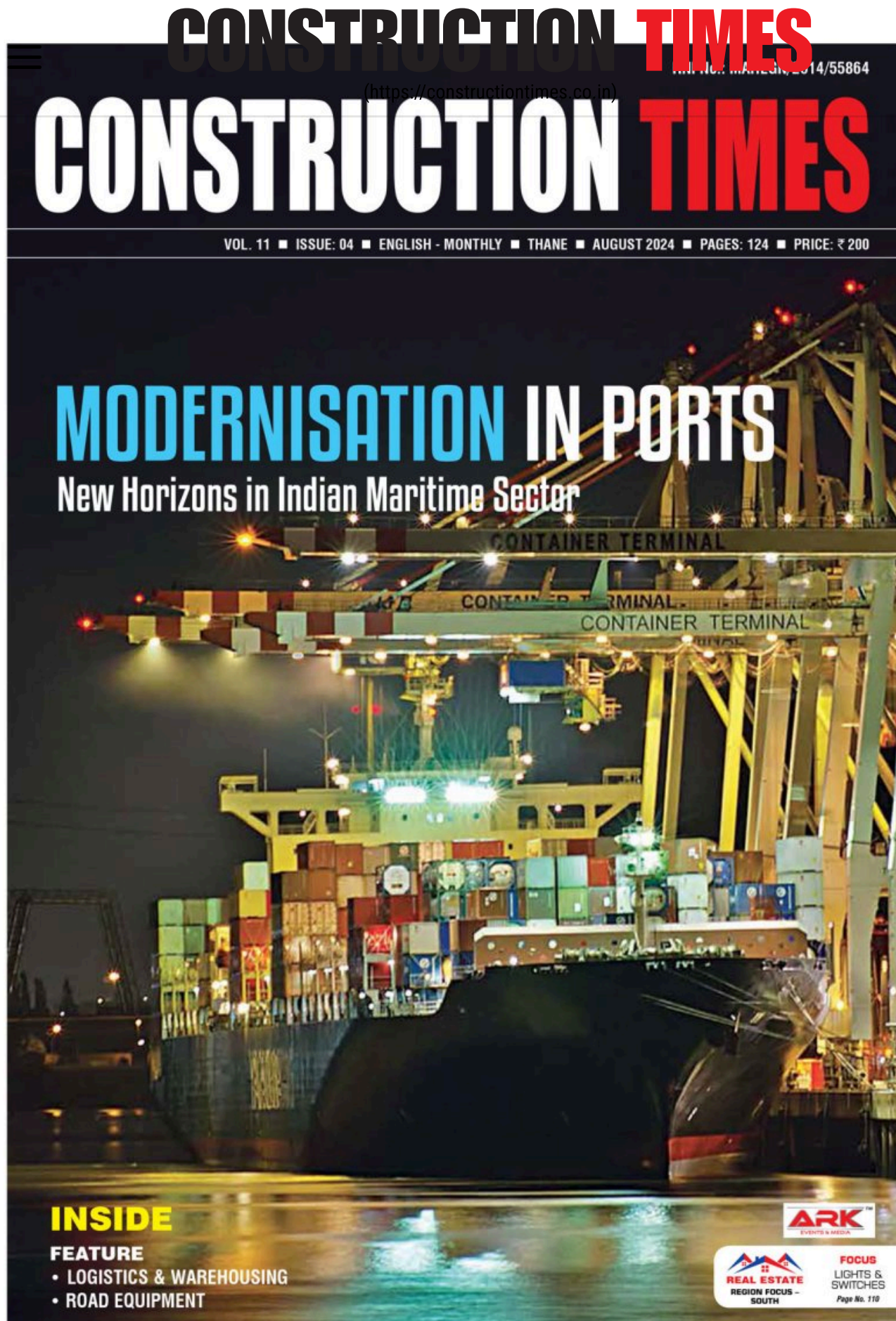


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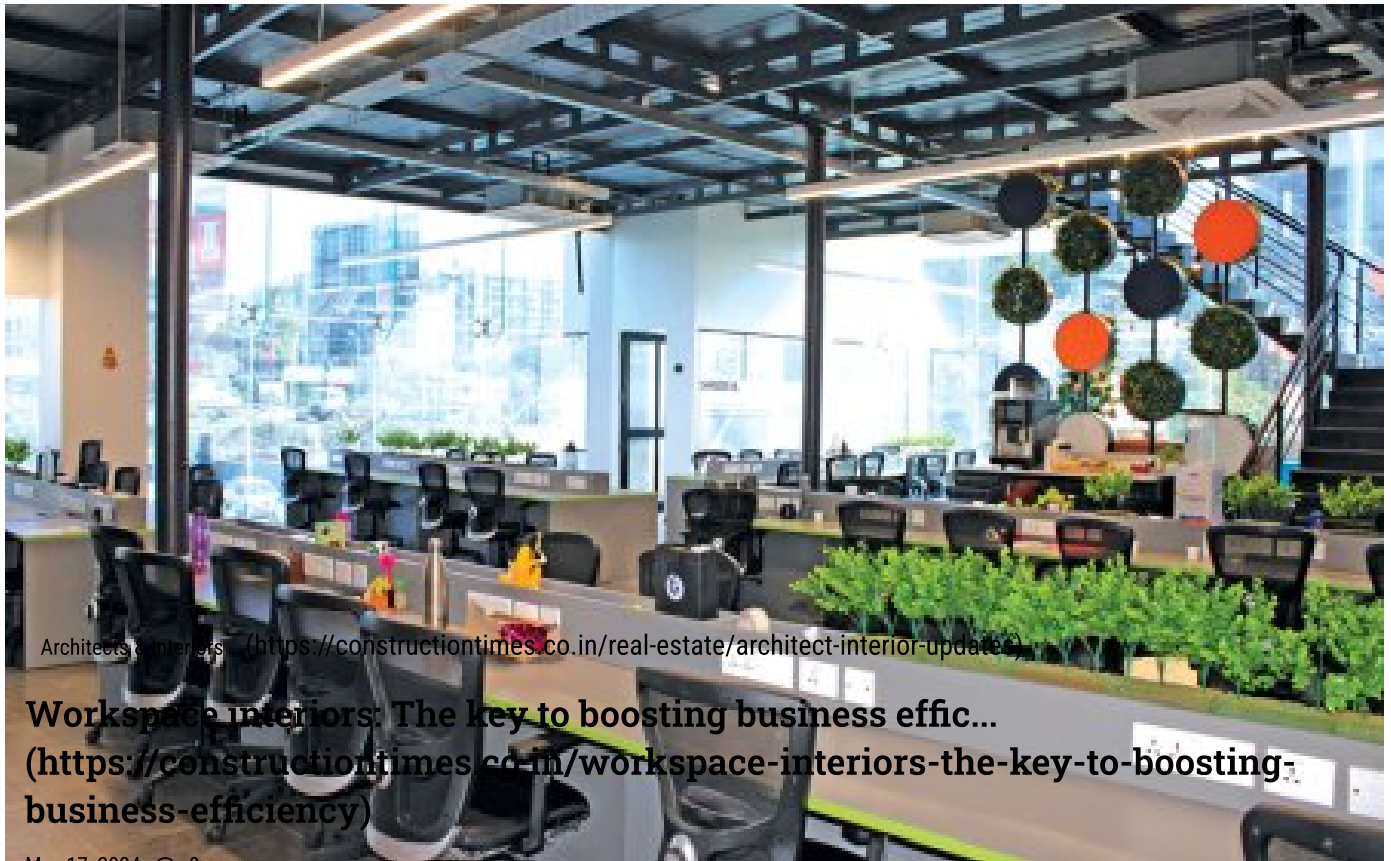
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