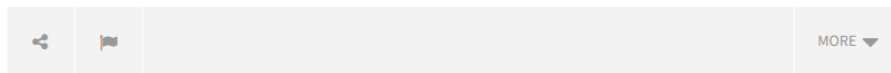
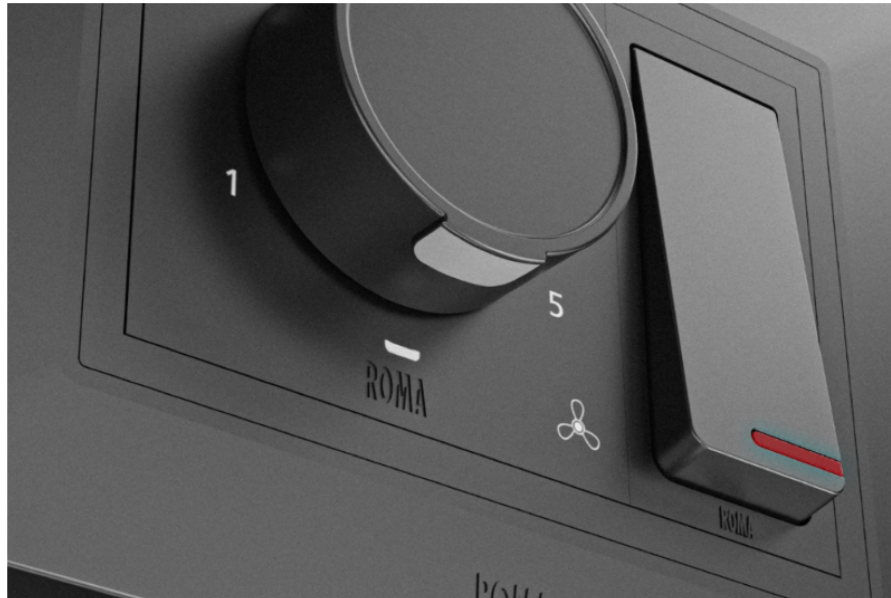


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PRESS RELEASE PRODUCT LAUNCH 18 Mar 2026 Staff Report 0

# Panasonic India launches a new line of modular switches



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*“Panasonic Life Solutions India has launched the Roma ASA Series, a durable and stylish modular switch range with advanced features and a new Magnesium Black finish.”*

Panasonic Electric Works India, Panasonic Life Solutions India, one of India’s leading electrical solutions providers, has launched the newest evolution of its best-selling modular switch range- the Roma ASA Series. The Roma ASA Series provides a sophisticated design concept in line with the changing requirements of contemporary residential and commercial environments, building on more than thirty years of trust and performance.

The demand for electrical solutions that effortlessly combine aesthetics with reliability continues to grow as homes, offices and commercial spaces highly prioritises design-led interiors. Designed to meet these evolving expectations, the Roma ASA Series provides a balanced blend of modern design, user comfort, and dependable performance.

Representing a thoughtful integration of creativity, comfort, and safety, ASA stands for Adaptive Accessories, Soft Switch, and Advanced Technology. The switches, designed to complement diverse interior styles, provide an easy touch experience, softer operational sound, and upgraded features that support everyday use.

Along with enhanced functionality and ergonomics, the Roma ASA Series also features a striking new colour option: magnesium black. This high-quality finish enhances the aesthetic appeal of contemporary interiors while being simple to clean and maintain, adding a stylish and modern edge.



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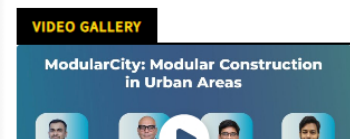


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interiors while being simple to clean and maintain, adding a stylish and modern edge.

Reflecting Panasonic's commitment to robust quality and reliability, the series is built for durability and long-lasting performance, supporting up to 2 lakh operations. Ideal for architects, interior designers, electricians, and homeowners seeking dependable yet stylish electrical solutions, the new design plates and regulators are crafted to seamlessly integrate with evolving interior trends.

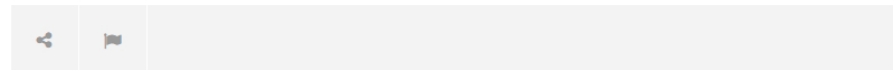
Yoshiyuki Kato, Managing Director, Panasonic Electric Works India, Panasonic Life Solutions India, speaking on the launch, said, "Roma has been a trusted name in Indian households for decades, representing reliability, safety, and enduring performance. As residential and commercial spaces increasingly evolve into design-led environments, consumers today expect electrical solutions that seamlessly combine aesthetics, comfort, and long-term durability. With the introduction of the Roma ASA Series, we are further strengthening this legacy by bringing together evolved design, smoother operation, and advanced technology that aligns with the needs of modern living. The introduction of the Magnesium Black range across switches, plates, and accessories reflects our continued focus on design innovation while upholding the quality and reliability that Panasonic stands for. Through Roma ASA, we aim to deliver solutions that enhance both the functionality and visual appeal of contemporary spaces."

For both residential and commercial applications, the Roma ASA Series offers a full range of switches, plates, regulators, and accessories.

With this introduction, Panasonic Life Solutions India solidifies its position as a market leader in modular switches by offering innovation based on durability, quality, and trust.

For more details, visit: <https://na.industrial.panasonic.com/>

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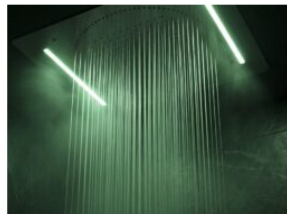
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