

Asian Electronics increases European footprint

Synopsis :

- Asian Electronics makes inroads into European market with sizeable orders
- Bags three orders from **TESCO, Metro Rail Project of Rome and Linde**
- Orders confirm global acceptance of the Westinghouse House Brand and Technology of AEL
- Repeat orders expected in the future.

Mumbai, December 28th 2005 : Asian Electronics (AEL), India's leading energy services company (ESCO) has made strong inroads into the energy consumption conscious European market. **The company has secured three prestigious export orders in Europe from uniquely distinct sectors namely retailing, infrastructure and a leading display freezer manufacturer.** The orders have been bagged under the **Westinghouse brand** and will be **executed by AEL.** Westinghouse Lighting Corporation is a renowned global brand manufacturing and marketing lighting products and accessories. **Asian Electronics is the first company with which Westinghouse Lighting Corporation has partnered in the Asian continent.**

Tesco, the third largest retailer in the world, has placed an order with AEL for supply of over **70,000 retrofit lighting fixtures** for its global warehousing infrastructure. AEL expects that this initial order, could well translate into a larger order from Tesco for its chain of over 2000 retail stores worldwide.

The second order in the “**infrastructure**” sector has been placed by the **prestigious Metro Rail project of Rome** for its underground lighting fixtures. **In the initial phase, AEL will supply close to 35,000 fixtures for tunnel lighting of over 30 kms.** Rome's Metro Rail is expected to replace the entire tunnel lighting with fixtures from Asian Electronics once the initial phase order is completed. **The potential order that the total metro rail tunnel project can generate is over 2 million fixtures.**

Meanwhile the third order is from a leading OEM- **Linde**, for fluorescent lamps with AEL's electronic control gear, designed to function effectively at subzero temperature. **Linde** is a manufacturer of cooling devices like display freezers and display vending machines. **Linde has selected AEL's electronic ballast lighting system developed in-house through local R&D to substitute its currently utilized magnetic ballasts in the freezers and vending machines.** Importantly, lighting in these devices need to function efficiently at -20 degree Celsius.. AEL is the first company to successfully qualify not only in meeting Linde's stringent specifications but also in satisfying the safety standards of the European Union. Linde has committed to purchase from AEL in excess of 1 million fixtures over the next five years.

According to **Mr Suresh Shah, Chairman & Managing Director, Asian Electronics,** “These orders will boost the company's presence in the technology sensitive lighting fixtures segment in the European markets. It has been our constant endeavour to develop new energy efficient applications and also enhance our geographical marketing footprint leveraging the Westinghouse brand across the Americas and Europe. Importantly, the European orders showcase the fact that Asian Electronics is capable of delivering world-class quality products at competitive prices.”

About Asian Electronics Limited

Asian Electronics Limited (BSE Code 503940; NSE Code ASIANELEC) is India's leading Energy Services Company (ESCO) manufacturing energy saving lighting products. The over Rs 1,000 mn company is driven by innovation in technology and has world class manufacturing facilities in India. It is fully equipped to supply products of international quality. AEL supplies energy saving fittings and fixtures to the US and EU under the Westinghouse brand name.