

PHILIPS

Professional Lighting

Channel Marketing
Yearbook 2018

G R E A T E R T O G E T H E R



“ Unlock the
extraordinary
potential of
light”



Message from the CEO



Dear Partners,

A new year is a great opportunity for new beginnings, and we are happy and proud to announce that we welcomed 2019 with our new company name – Signify Innovations India Limited. As lighting becomes more intelligent, it is transforming beyond just illumination and can now transmit data, make cities safer and buildings more energy efficient. Therein, our company's name change reflects our commitment to gear up for our industry's transformation towards a connected future, as light becomes a new intelligent language that connects and conveys meaning.

Thank you for a fabulous performance in 2018 and I am proud to share that 100 partners achieved their Pay-For-Performance incentive by demonstrating enhanced sales and project delivery capability. We completed great projects together, some of which were also recognized at the Global VAP Summit in Amsterdam last year.

As our industry shifts towards a connected reality, we have also enhanced our product portfolio with a wide range of connected products, which you can read more about in this Yearbook. One key launch was our Interact IoT platform that enables connected LED lighting systems and embedded sensor networks to deliver insights, benefits and new services to customers. We will continue to expand our product range in 2019 with both connected and non-connected products to address majority of the segments in the market.

This year, our key focus will be to further enhance our partners' technical capabilities to deliver even bigger projects. Having qualified manpower will be a big differentiator for you in this fast changing and competitive sector. And like last year, we will continue to support you with multiple training sessions including webinars, app-based learning and classroom trainings. Do take advantage of these extensive training modules to enhance your knowledge and skills.

We look forward to your continued participation in our mutual growth story that will bring new possibilities and opportunities.

Wishing you a Happy New Year and hope that it brings a lot of success, happiness and prosperity for you and your family!

Regards,

A handwritten signature in blue ink that reads "Sumit Joshi". The signature is written in a cursive style and is positioned above a horizontal line.

Sumit Padmakar Joshi

Vice Chairman and Managing Director
Signify Innovations India Limited

Rescripting growth by rewarding performance

Partner Pay-for-Performance 2018

Lighting industry is continuously evolving with the advent of new technology and new competitors entering the market place. Now, more than ever before, businesses need to keep abreast with the changing customer expectations and marketplace dynamics. There is a clear need for manpower and channel partners who are both clued into the opportunities this shifting mindset is ushering, and possess the training & certification to address them in a satisfactory and timely manner.

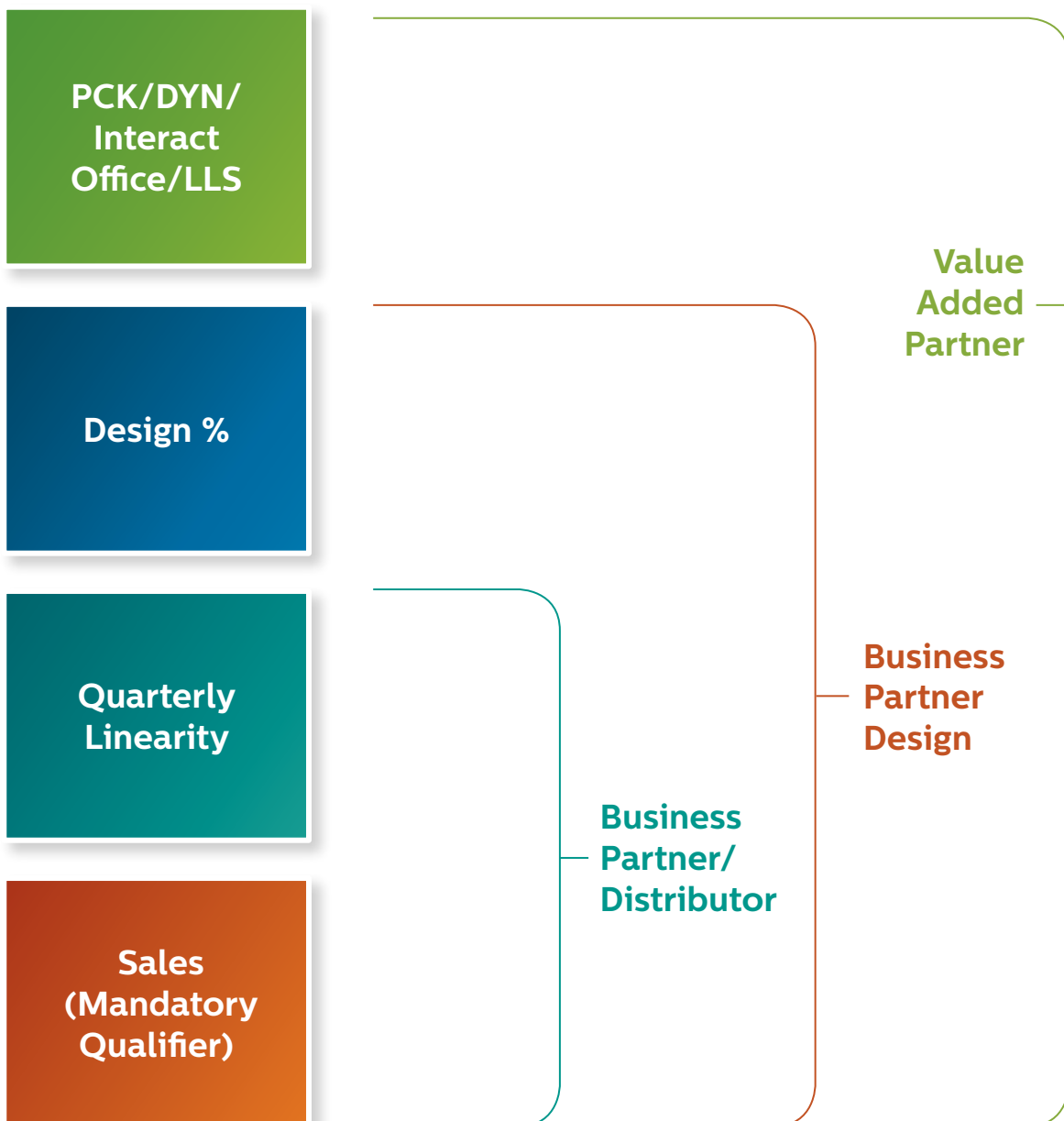
Keeping this in mind, we introduced a partner relationship structure in 2018, which is based on a capability and performance driven model.



Milestones crossed

- Capability based partner structure implemented
- Incentive earned upto 2.5%
- Over 100 partners achieved Pay-for-Performance incentive by demonstrating enhanced sales & exemplary capability
- Highest incentive recorded towered as high as 73 Lakhs

Partner relation structure



Scripting possibilities by sculpting talent

Training and **capability building approach**

Introduced structured training and capability building model to enable performance and growth

Enablers



On the
Job Training



Structured Training
Programs



Coaching and
Mentoring



App based Learning
and Certification



Capability linked
Incentive Scheme

Business Partner Design

- Product Portfolio training
- Li application & design training
- Specification selling workshops
- On the job training & coaching
- Classroom training – Interact Pro

PT Partner

- Onboarding, new product launch and regular product portfolio training

Distributor

- Adopt: Distribution sales capability workshops for DSPs
- Handholding with Distribution Lighting Engineers

40
Sessions

500+
Participants

3500+
Training Hours

Value Added Partner: The journey towards excellence



Brought global experts and acclaimed experts. 11 critical sessions on Systems and Products are available for ready reference and easy access anytime on our Partner Portal.

Uninterrupted training support provided on areas such as PCK/Dynalite

portfolio as well as on programming and commission.

Continuous training and coaching support shared for excelling in specification luminaire selling.

Our **PCK** and LLS certified **VAPs**



Risubh Thakur
Director- Friends Electricals, Lucknow



Santosh Kumar
M/S Sanchanaguru Distributors, Bengaluru



Kunal Chowdhari
Director- Midas Electricals Pvt. Ltd., Chennai

Global recognition

VAP Summit



On the September of 2018, 7 handpicked partners from India participated in an exclusive 2 Day Global VAP Summit at Amsterdam, where the finest value propositions introduced by us into the market (including propositions on the anvil) were showcased to a rousing reception. Amongst (implemented) projects that were nominated for the BEST PUBLIC CHOICE AWARD were Church Façade (Friends Electricals, Lucknow), Sattva Salarpuria (J.S. Corp, Mumbai) and Iskcon Temple (Midas Electricals, Chennai) - with Church Façade by Friends Electricals of Lucknow winning the honors.



Mission accomplished. Impact delivered. Triumph notched.

An overview of exemplary commitment and brilliance displayed by our partners as they broke all precedence by recording a slew of phenomenal achievements.

Partner : Ved Electricals LLP, Hyderabad

Partner Type : VAP

Project : APCRDA -Secretariat

Product / Propositions : Color Kinetics, Indoor & Outdoor Lighting

Partner Value Additions :

Stakeholder Mapping | Designs & Simulation |
Several Mockups | Installation & Commissioning



Partner : Sagar Business, Bhubaneswar

Partner Type : Business Partner, Design

Project : International Level Tennis court

Product / Propositions : Flood Lights Partner
Value Additions

Partner Value Additions

Stakeholder Mapping | Inhouse Designs
Complete Installation

Partner : J.S. Corp, Mumbai

Partner Type : VAP

Project : Sattva, Salarpuria

Product / Propositions : Color Kinetics

Partner Value Additions :

Stakeholder Mapping with Atlantis Lighting Pvt. Ltd.
Designs & Simulation | Several Mockups |
Installation & Commissioning



Partner : Sanchanaguru, Bengaluru

Partner Type : VAP

Project : University

Product / Propositions : Color Kinetics, One space ceiling,
Interact Pro

Partner Value Additions :

Stakeholder Mapping | Inhouse Designs & Simulation |
Several Mockups | Installation & Commissioning

Partner : Friends Electricals, Lucknow

Partner Type : VAP

Project : Ram ki Paudi, Ayodhya

Product / Propositions : Color Kinetics

Partner Value Additions :

Stakeholder Mapping | Designs & Simulation |
Several Mockups | Installation & Commissioning



Partner : Midas Electricals, Chennai

Partner Type : VAP

Project : ERNET & Mind tree

Product / Propositions : LIFI (1st private order)

Partner Value Additions :

Stakeholder Mapping | Specifications |
Mockups | Installation & Commissioning

360° Lead generation & Reach Campaign

Smart light business bright campaign through an innovative van activation.



- Digital campaigns on LinkedIn in proximity of offices, corporates & industries.
- Innovative methodology to accelerate the buyer journey from interest to proposal stage by using Live Product Demo VAN right at the customer's doorstep.
- Enhancing direct reach, connect & interaction with decision makers.
- Demo VAN Unit (fully fitted with all required products) capable of deep penetration in interiors for exceptional reach.
- 96 clusters activated pan India with direct demo to 700 customers. 1500 customers mapped over 255 days of highly targeted exercises.



Strengthening Prof Distribution

The Prof Trade segment has witnessed disruptive growth (**40%** rise over the previous year) in 2018, since consumerization of prof products was initiated across **40** select cities. Several new product categories were added to build a strong base which will be continued going forward.

7000

Outlet
unique reach

40 Cities

48 Dist.

58 DSP

1000
Million

Sales
Achievement

>40%

Growth

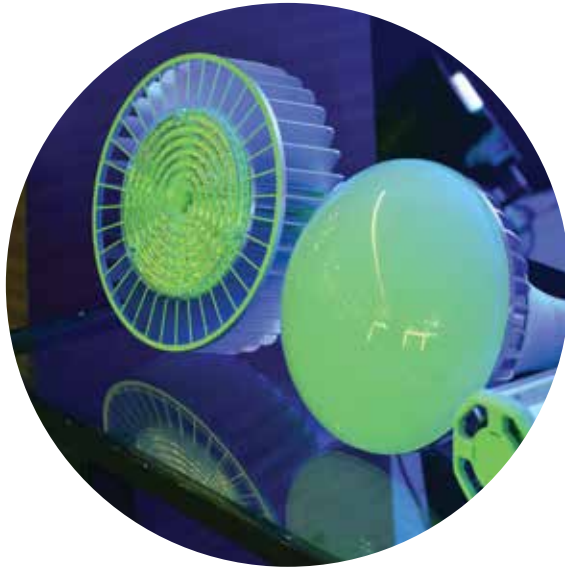


Extensive market blitz, engagement drives and retail meet conducted across many cities.



Customer Connect

Enhancing Customer Engagement through various **Customer Connect meets**.



26 End User Meets

West, South, North, East

6 Contractor Meets

Mumbai, Pune, Kolkata-2, Chennai, Coimbatore

11 Specifier Meets

Mumbai, Delhi, Chennai, Bengaluru, Ahmedabad, Kolkata, Ranchi, Jaipur, Chandigarh, Bengaluru, Hyderabad

1000+ Mn leads generated

100+ Customer participation at Interact Launch, Bengaluru from across industries



Few launches of **2018**





Connected

Interact Landmark

Make your landmark shine with a swipe on your smartphone

Product Description

- Web software app that allows facility managers and lighting programmers to easily control and manage content, for one or all of their installations.
- Access from mobile phone or tablet, and from anywhere on the internet (cloud).
- Manage your lighting installation remotely, on the go.

Step 1

Create your content app account

Step 2

Register your Light System Manager (LSM) on your content app via the unique device ID.

Step 3

Enable connection between your content app and the Light System Manager (LSM) to control your lights.



Interact Pro

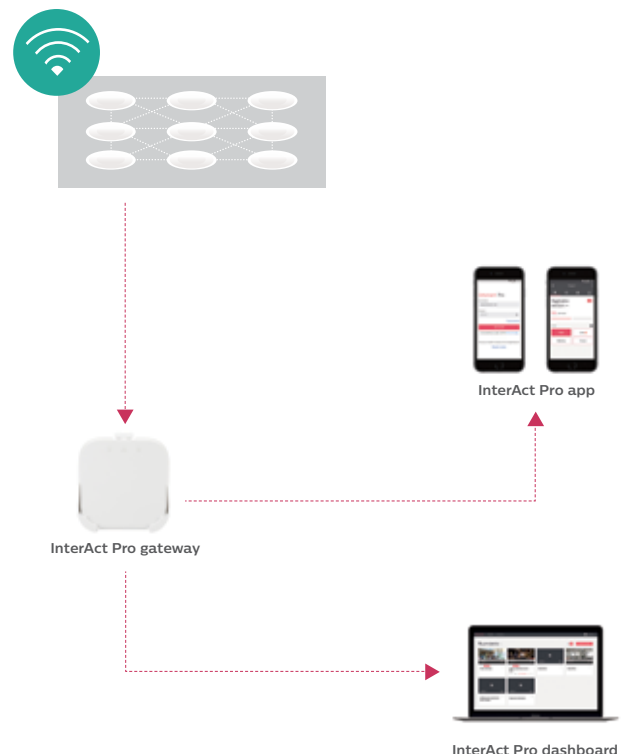
An intuitive app and dashboard that works with Philips InterAct Ready lamps and luminaires to bring the power of IoT.

Lights. Insights. Action.

It enables you to both control and receive data from the LED light points and sensors within the connected lighting system. You can program and automate light settings, while collecting data on where and how you use lighting. It's intuitive to set up & use and is the smart way to optimize energy savings.

How the connected lighting system comes together.

The Interact Pro dashboard and app works with a range of Philips luminaires and lamps and a set of wireless switches and sensors that are Interact Ready. You can customize the software's settings for specific workspaces. Whether you're connecting 20 light points or 200, Interact Pro helps everyone to work smarter.





Large Luminous Surfaces: Ceiling, Flooring & Textiles

Luminous Ceilings

Description

Philips Onespace luminous ceiling prefab gives light that recalls the feeling of natural daylight, creating a serene and calm space. The thin, compact units blend absolutely in a minimalist design.

Features

- Textures convert to light points
- Hides the source of light completely
- Bright uniform glare-free LED light that eliminates shadows completely
- Daylight experience: great functional light to work
- Enhances room acoustics by reducing disturbing sound reflections

Application

Showroom | Museum | Meeting room

Luminous textile

Description

Luminous textile is a revolutionary way to enhance interiors with light, texture and dynamic content. A combination of multi-colored LEDs within textile panels that gives you the ultimate creative freedom.

Features

- Use videos from our online standard portfolio to add decorative effects or produce natural ambiances. Or upload your own dynamic content with our special software to create a personal look and feel.
- An array of white and colored Kvadrat textiles with different weaves to choose from.
- The combination of elements used in each luminous textile panel creates acoustic properties that absorb sounds.

Application

Hotel | Retail Showroom | Hospital | Theater





Prüfstelle
Güter-Eingang

Indoor



Pearl Glow 25W decorative LED batten

Description

Artistic design in a robust aluminium construction with super bright output. Premium metallic silver finish for modern day homes.

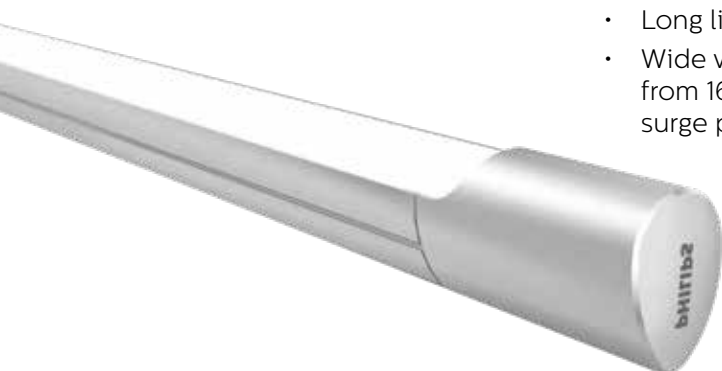
- No UV/IR radiations
- BIS safety standards registered
- Glare reduction and no visible flickering to prevent strain

Features

- Even and comfortable light perfected for your well-being
- Long life of 30,000 hours
- Wide voltage protection from 160-360V and 2KV surge protection

Application

Living Room | Dining Room
Lobby | Office | Shop



Pureline Taper

Description

The light level in Pureline TAPER luminaires create a visually comfortable environment when illuminated. PureLine TAPER end caps provide design inspiration through geometric patterns.

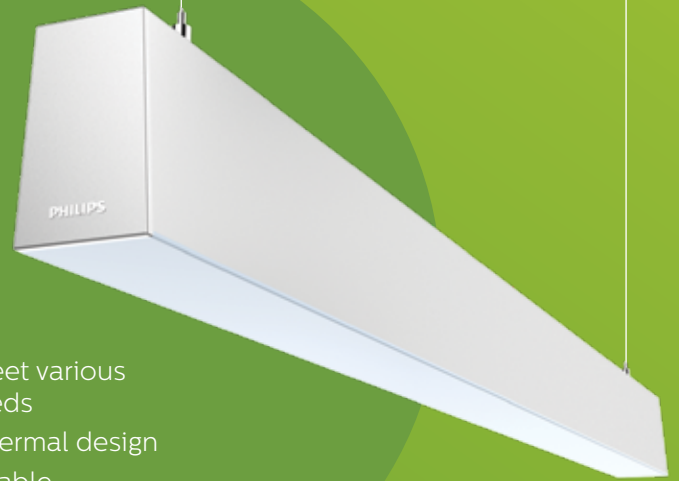
Features

- Outstanding energy efficiency
- Superior & elegant aesthetics

- Designed to meet various application needs
- Efficient LED thermal design
- Robust and reliable
- Easy to Install

Application

Cell office | Public area
Meeting room | Open office



FullGlow Office Compliant (UGR<19)

Description

FullGlow is a beautifully designed luminaire with refreshing and comfortable experience through its pure form and glare-free light. It comes in two versions - standard and high efficiency version. With upto 50%* energy savings and maintenance free operation, this product is an owner's delight.

Features

- Multiple lumen pack
- 50% energy savings
- No maintenance
- High quality light, CRI=80

Application

Open office | Meeting room
Circulation area | Hospital |
Library





Coreline Panel

Description

Reliable & professional-the Coreline slim panel is the most economic LED solution. It delivers quality & reliable illumination on the working areas within useful lifetime, creating a brighter and healthier office environment.

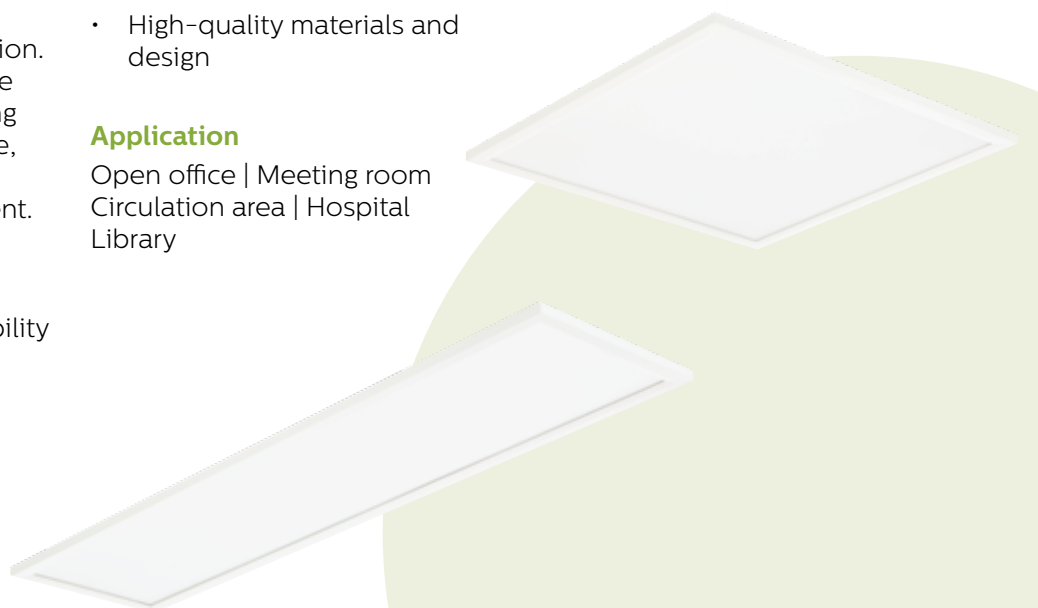
Features

- Performance and reliability
- 40% savings

- Long-lasting performance
- Delivers comfortable light
- High-quality materials and design

Application

Open office | Meeting room
Circulation area | Hospital
Library





Greensquare Core

Description

Greensquare is truly unique, with a diffused light source in middle, breaking the traditional 2X2 clutter & has profiled CRCA housing for better and soothing light distribution.

Features

- Design
- Faster payback
- Efficiency
- Value for money
- Faster to install

Application

Open office | Meeting room
Circulation area | Hospital
Library



Style State Track

Description

Functional, minimal design – a perfect fit for large areas. Long-lasting fixture with robust metal construction.

Features

- Compact luminaire design
- High CRI, High Imax

- Excellent light uniformity
- Ease of aim (magnetic hinge design)

Application

- High-end retail | Fashion stores







outdoor



Skyline

Description

An IP66 road lighting luminaire with high power LED, top openable and integrated optics to ensure uniform distribution, higher spacing between poles and maintenance free system ideal for road width up to 8-12 mts.

Features

- Best in class energy-efficiency
- Impact resistant (IK08)
- Ingress protection (IP66)
- Ease of maintenance
- Integrated optics
- Wide range to choose
- Excellent thermal management

Application

Streets





UNI LED floodlight 100W

Description

Philips Uniflood is an integral flood light with driver, highpower LED, PDC housing which is highly efficient, reliable and sturdy.

Features

- HID floodlight replacement
- Easy to install
- Outstanding energy savings
- High quality and reliability

Application

Architecture | Billboards
Advertising lighting security |
Amenity lighting | Parking area
Recreational sports





SmartBright Street (BRP046)

Description

Apt solution for all street lighting applications that brings together robust design & high efficiency with reliable performance.

- Impact resistance of IK07 classification
- IP66 certified
- Pressure die-cast housing offers excellent corrosion-resistance and robustness

Features

- 4KV surge protection
- 10KV surge protection (Optional)

Application

Streets



SmartBright 60W Street Light 70W

Description

Street light is a road lighting luminaire with high power LED with a robust driver and wide operating voltage.

Features

- Reliable, robust & versatile luminaire
- Robust housing structure
- Low power consumption
- Efficient & eco-friendly

- Integrated Design

- Easy to install
- One on one replacement for a conventional luminaire

Application

Roads | Highways
(Single /Multi Lane)



Vaya Cove LP G2

Description

Vaya Cove LP G2 is a reliable cost-effective LED luminaire offering crisp white light for interior use. Designed for linear cove and accent lighting applications, this luminaire offers a very low profile and integrated connectors to eliminate socket shadows. Vaya Cove LP offers on/off control or dimming via the use of any standard 0-10V or DALI dimming controller.

Features

- Ultra-low profile – only 21.5mm in height
- 0-10V dimmable via dimming module
- Starter kits available for the Trade channel
- Globally certified by independent laboratories

Application

Retail | Hospitality | Office





EvenBalance Essential White Powercore

Description

EvenBalance Essential White Powercore is a compact interior linear luminaire that is ideal for washing and grazing applications where uniform light is paramount.

Features

- Uniform illumination
- Precise control of light

- Uniform light
- Available in 4 colour temperatures - 2700K, 3000K, 3500K, 4000K

Application

Indoor wall washing | grazing







LED Lamps

TrueForce Affordable LED Bulb Range – Affordable Replacements to HID & CFL Lamps



Description

Philips TrueForce lamps give you a quick and easy payback solution to replace HID/CFLi lamps in industrial application.

- HID/CFLi lamp replacement solution with high power factor and 1KV surge protection
- Pleasant white light with CRI 80

Features

- High energy efficiency with directional light and no gear loss
- Long life 20,000/25,000 hours

Application

Industries | Factories | Retail | Transportation hubs | Convention centres | Warehouses | Distribution centres | Sports halls



TrueForce LED High Performance Highbay Solutions



Description

Philips TrueForce LED lamps give you a quick and easy payback solution to replace HID lamps in Highbay application. The solution gives you the LED benefits of energy-efficiency and long-lifetime, plus they come for a low initial investment.

Features

- High energy efficiency with directional light and no gear loss

- Long life of 25,000 hours
- Direct lamp replacement solution with high power factor
- 2 beam angles selection
- Pleasant white light with CRI 80

Application

Industries | Factories | Retail | Transportation hubs | Convention centres | Warehouses | Distribution centres | Sports halls

Philips Sensor LEDtube 1200mm



Description

- Up to 85% energy saving with advanced controls
- Automatic on/off/dim with occupancy pattern and daylight variation
- Personal light control e.g. scene setting to enhance user comfort and productivity

Features

- Reliable and secure wireless communication within 2.4GHz mesh network
- Perfect dimming via wireless interface
- Energy consumption, burning hours and lamp failure reporting for peace of mind

Application

Warehouse | Office
Hospital | Retail | Parking





2019

Way forward



Prof Trade Pay-for-Performance

Focus areas

Color Kinetics-Dynalite

Design

Interact

Quarterly Linearity

Sales Achievement

BP

1.3%

BP - Design

1.8%

VAP

2.5%

The Capability Top-up

For VAPs & BP- Design Only

0.25%

Only for selected partners linked with iGrow & fulfilment of program conditions

Certified Manpower Incentive

Payout as per slab in iGrow or 0.25% whichever is lower

Certified Manpower Incentive

Based on Achievement

Linked with iGrow & Discovery Program

Partner Employee Program

Jan'19 – June'19



- Incentives/Rewards
- Recognition
- Connect with Philips team

i Earn

*Don't limit your Challenges.
Challenge your Limits.*

- Sales & Design target
- Achievements
- Weekly Review

i Succeed

- Structured Training Programs
- m-Power
- Webinars
- Mentor / Coach assignment
- Building Systems, design, sales capability & product knowledge

i Learn

An inclusive approach of i-Grow to drive collaboration

Partner education plan- 2019

Discovery - A partner capability building program



What is Discovery Program about?

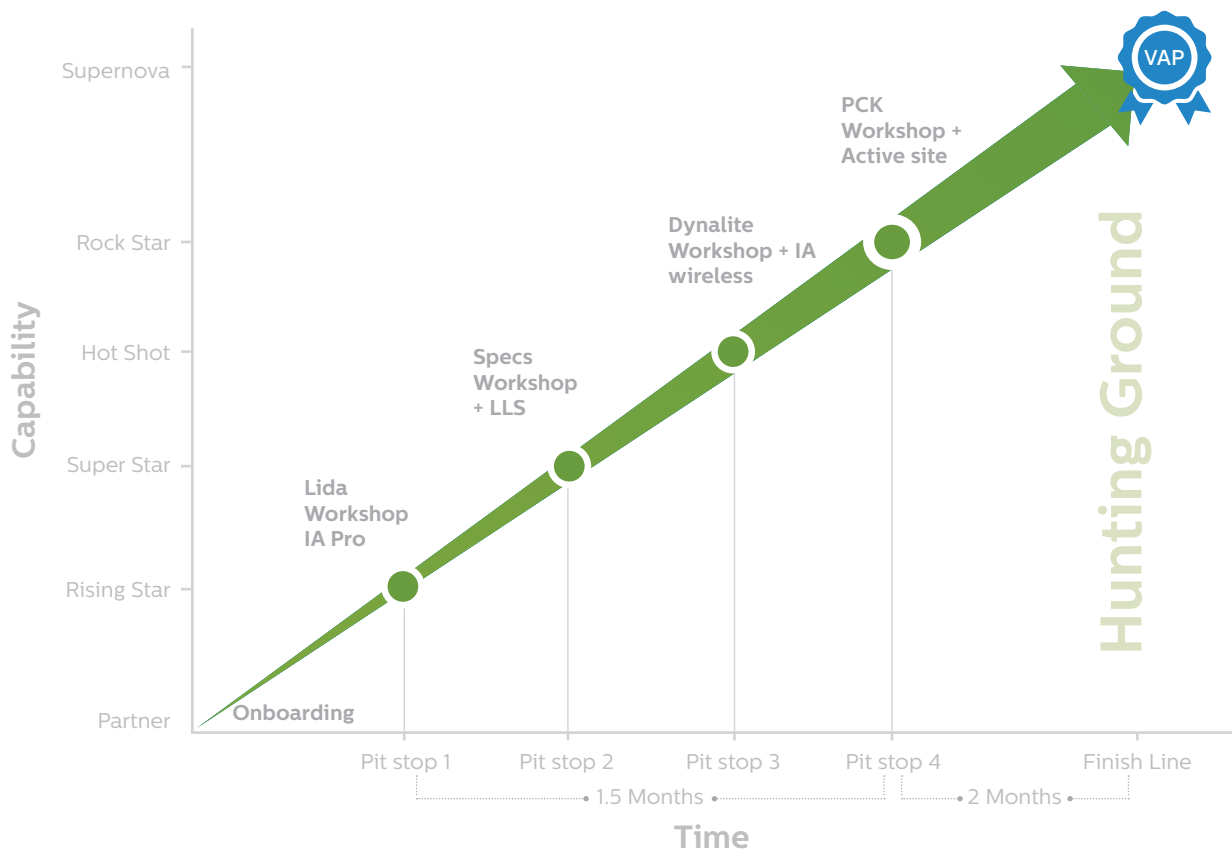
- Progressive competency building for lighting design, specifier engagement, solution selling.
- Outcome based learning journey.
- Engaging partner workforce for larger coverage and growth.
- Expanding specifier & end customer reach through partners.
- Enabling aspirant partners to become VAPs.

Training Support

- 4 face-to-face workshops.
- Continuous Peer Learning and Coaching by Signify team.

Target Participants

BP (D) and other aspirant partners who assure to be part of complete program.



Shifting Gears

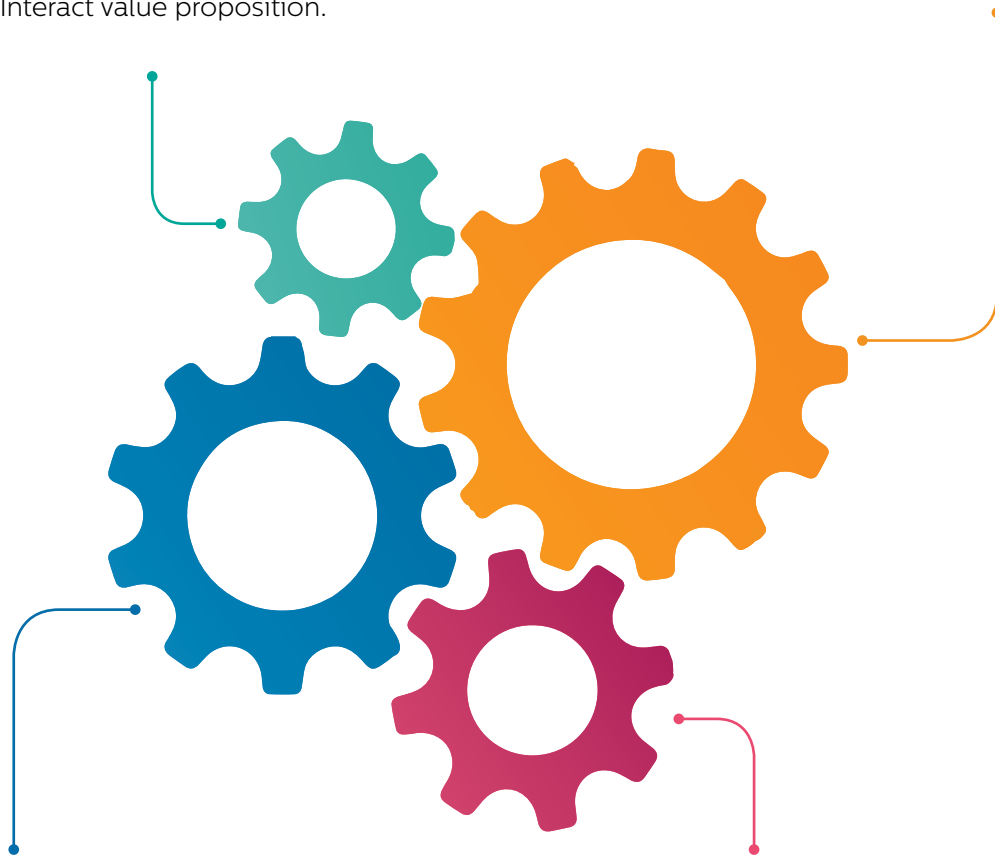
Training up for a mission called **excellence**.

What is Shifting Gears Program about?

- Understanding the market opportunities the company is talking about.
- Figuring out decisions and actions needed to target these market opportunities from a VAP / Business Partner perspective.
- Integrating requisite professional selling skill elements.
- Understanding concepts of solution selling and Interact value proposition.

Program

- Duration of 3 months.
- Partners handpicked from across regions.
- Joint Business Plan creation b/w partner & signify team.
- Mapping of identified accounts and solutions to be positioned.
- Identification of necessary resources and skills.
- Project & Periodical reviews.



Target Participants

- CEOs / Promoters : VAP and Business Partners (D).

Training Support

- 2 days of face-to-face training.
- Continuous Peer Learning and Coaching across the entire duration of the program.

DO YOU KNOW

BIS is Mandatory for all LED Lighting products Trading in illegal and non-Compliant LED Lights is an offence

Why : As per a market survey report conducted by A.C.Nielsen in 2017 more than 65 % of the LED lamps and Downlights available in the Indian markets were found to be illegal, spurious and non-compliant with the government safety standards.

Impact : These spurious products pose a serious safety hazard for consumers as it might be the cause of electrical fire. Moreover, such products cause significant loss in tax revenues for the government as they are illegally manufactured and sold. Such non-compliant products may not even perform and be energy efficient as the LED lighting should be.

Regulation : Realizing the seriousness of the problem, Ministry of Electronics and Information Technology (MeitY), Government of India has issued the Compulsory Registration Order as per which all LED Lighting products (including LED Lamps, Downlights, street lights, all LED Luminaire etc) need to be registered with the Bureau of India Standards. It is to be noted that getting BIS registration for LED drivers only is not sufficient the complete luminaire needs to be certified. To register the products they are first tested for safety as per the applicable BIS standards.


According to the Compulsory Registration Order it is an offence to manufacture, import, store, sell or distribute any LED Lighting products which are not duly registered with the BIS under the CRO and bears the following mark :



It is encouraging to note that to control the growing menace of Illegal and non standard LED Lighting products the Government of India through its various ministries like Ministry of Consumer Affairs, Ministry of Electronics, GST Authorities, State Controller of Legal Metrology along with the local police and Consumer courts have become very active and are conducting market surveillance, police raids and are prosecuting those who are engaged in the sale of such illegal and non-compliant LED lighting products. Further all procurement authorities and institutions are ensuring that they buy LED

Notes





Delivering strong performance and
achieving greater heights by being

Greater together

