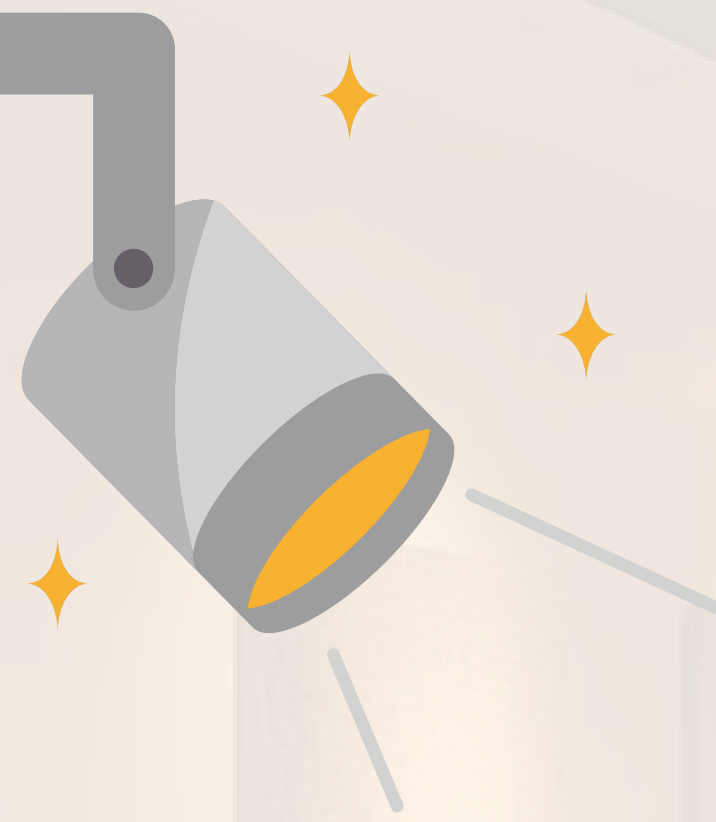




# Litify

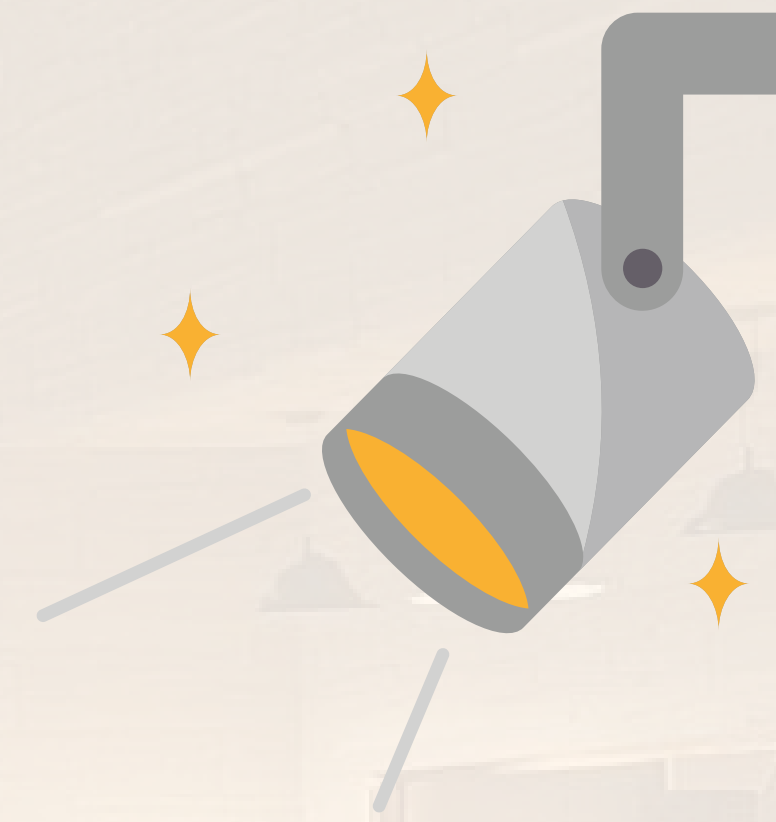


## KALINGA

**Litify Lighting - A Brand of Kalinga Cables And Lighting**

Lighting Dreams, Styling Reality

[www.kalingacable.in](http://www.kalingacable.in) | [sales@kalingacable.in](mailto:sales@kalingacable.in) | +91 98216 87009



Litify

# Litify Lighting: A Legacy of Excellence

**AT LITIFY, WE DON'T JUST SELL LIGHTS; WE CREATE VISUAL EXPERIENCES. OUR COMMITMENT TO CUTTING-EDGE TECHNOLOGY, ENERGY EFFICIENCY, AND DESIGN AESTHETICS HAS MADE US A TRUSTED BRAND IN THE MARKET.**

Litify Lighting, a brand under Kalinga Cables and Lighting, is a renowned name in the Indian lighting industry, backed by the 70-year-old Kalinga Group. With over 25 years of expertise in lighting, we specialize in retail, hospitality, commercial, office, supermarket, warehousing, and luxury residential lighting.



Litify

# A Journey of Innovation and Excellence

Litify Lighting is an integral part of Kalinga Cables and Lighting, a brand with a rich legacy spanning 70 years in the Indian electrical industry. Originally established in the wires and cables business, the company expanded into lighting solutions 25+ years ago, led by Mr. Rishi Sethi, the second-generation leader of the Kalinga family.

Through intensive research, innovation, and strategic partnerships, Litify has become a synonymous name in lighting solutions across retail, hospitality, commercial, and luxury residential sectors.

We pride ourselves on developing cutting-edge lighting technology, focusing on energy efficiency, visual aesthetics, and customized lighting solutions tailored to meet our clients' unique needs.







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Introduction



Brand Story



Vision, Mission,  
Values



Business Scope &  
Segments



Technology  
Partnerships



Unique value  
propositions



International  
Presence



Client List



Contact Us



## Mission

We are committed to continuously creating value and exceeding customer expectations by delivering high-quality, innovative, and cost-effective lighting solutions through cutting-edge technologies.

## Vision

To be the global brand that inspires people to rediscover the joy of light, enhancing spaces with sustainable, efficient, and aesthetically superior lighting solutions.



## Core Values

- Passion for Technology – We embrace innovation to bring the best lighting solutions.
- Highest Quality Standards – Ensuring premium quality products with rigorous testing.
- Building Strong Relationships – Long-term partnerships with clients, suppliers, and employees.
- Excellent Customer Service – We provide pre and post-sale support, ensuring satisfaction.
- Integrity & Trust – Operating with honesty, transparency, and commitment to excellence.





AT LITIFY LIGHTING, WE GO BEYOND ILLUMINATION—WE CREATE ATMOSPHERES AND EXPERIENCES. OUR SERVICES ARE TAILORED TO MEET AESTHETIC, FUNCTIONAL, AND ENERGY-EFFICIENT LIGHTING NEEDS ACROSS VARIOUS INDUSTRIES.

- ◆ Design & Manufacturing – We develop high-quality LED & smart lighting solutions.
- ◆ Custom Lighting Consultancy – We help architects & designers find the perfect lighting fit.
- ◆ Energy-Efficient Solutions – Our products are designed to optimize power consumption while maintaining high illumination.

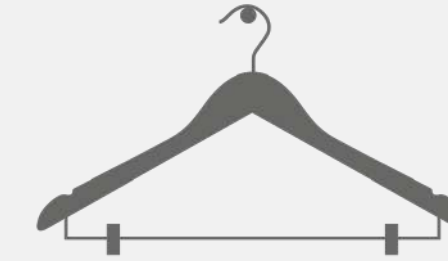
**We believe in transforming spaces with light, ensuring the perfect balance of beauty and efficiency.**







## SEGMENTS WE COVER.



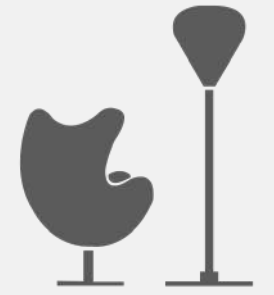
Fashion Apparels



Electronics & Durables



Jewellery



Home & Lifestyle



Hyper Market



Books, Gift & Music



Food & Beverages



Automobile



## SEGMENTS WE COVER



Office



Infrastructure



Factory



Pharmaceuticals

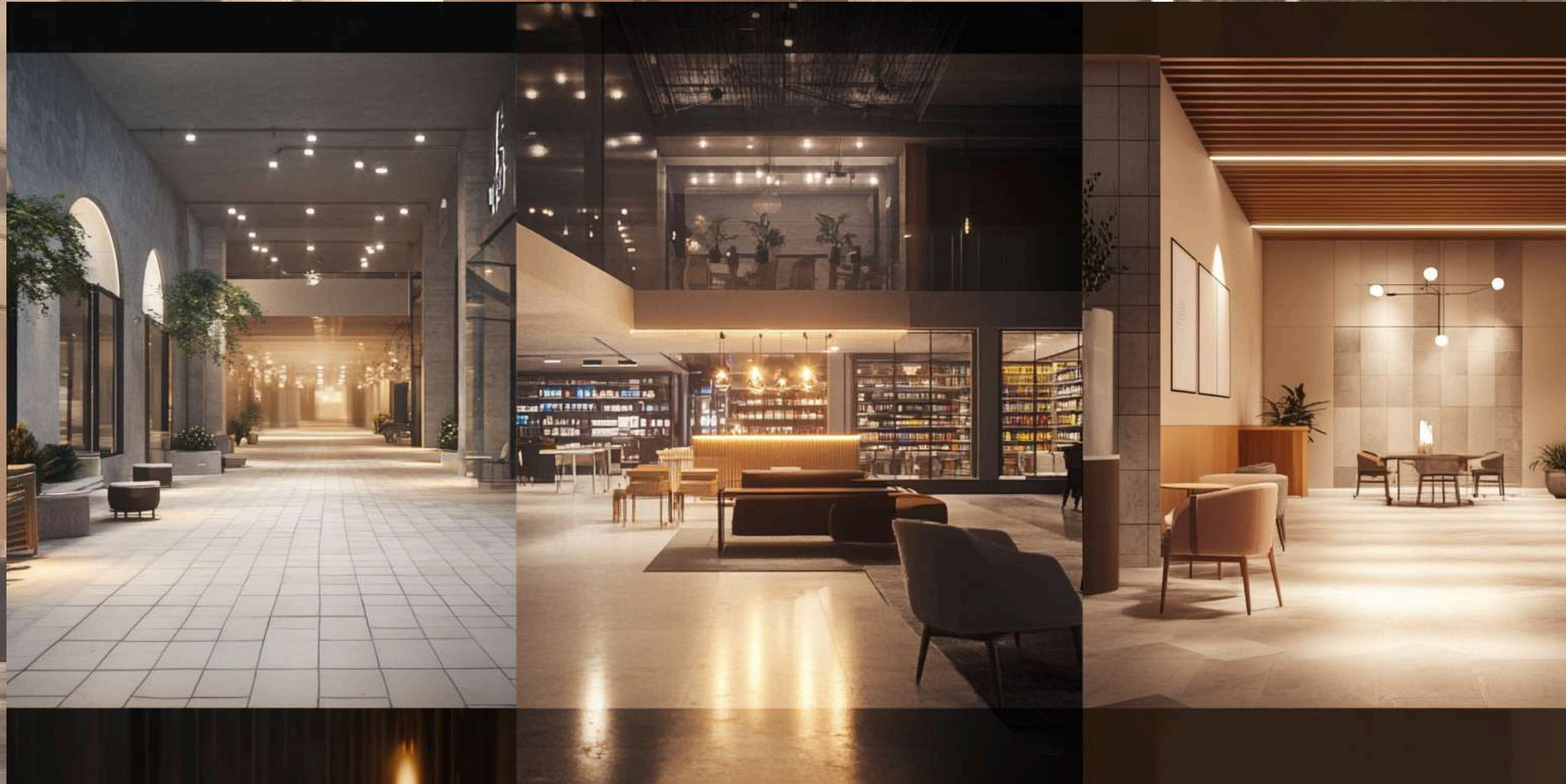


Warehouse



Road Lighting





## Our Segments

AT LITIFY LIGHTING, WE PROVIDE CUSTOMIZED LIGHTING SOLUTIONS FOR DIVERSE INDUSTRIES, ENSURING EFFICIENCY, AESTHETICS, AND INNOVATION IN EVERY SPACE.

### Industries We Serve:

- **Retail** – Enhancing showrooms & storefronts with premium lighting.
- **Offices** – Task & ambient lighting for corporate spaces & coworking hubs.
- **Hospitality** – Mood-enhancing lights for hotels, restaurants & lounges.
- **Warehousing** – Energy-efficient high-bay LED for industrial spaces.
- **Supermarkets** – Optimized lighting for shopping aisles & product displays.
- **Luxury Homes** – Smart & decorative lighting for high-end residences.

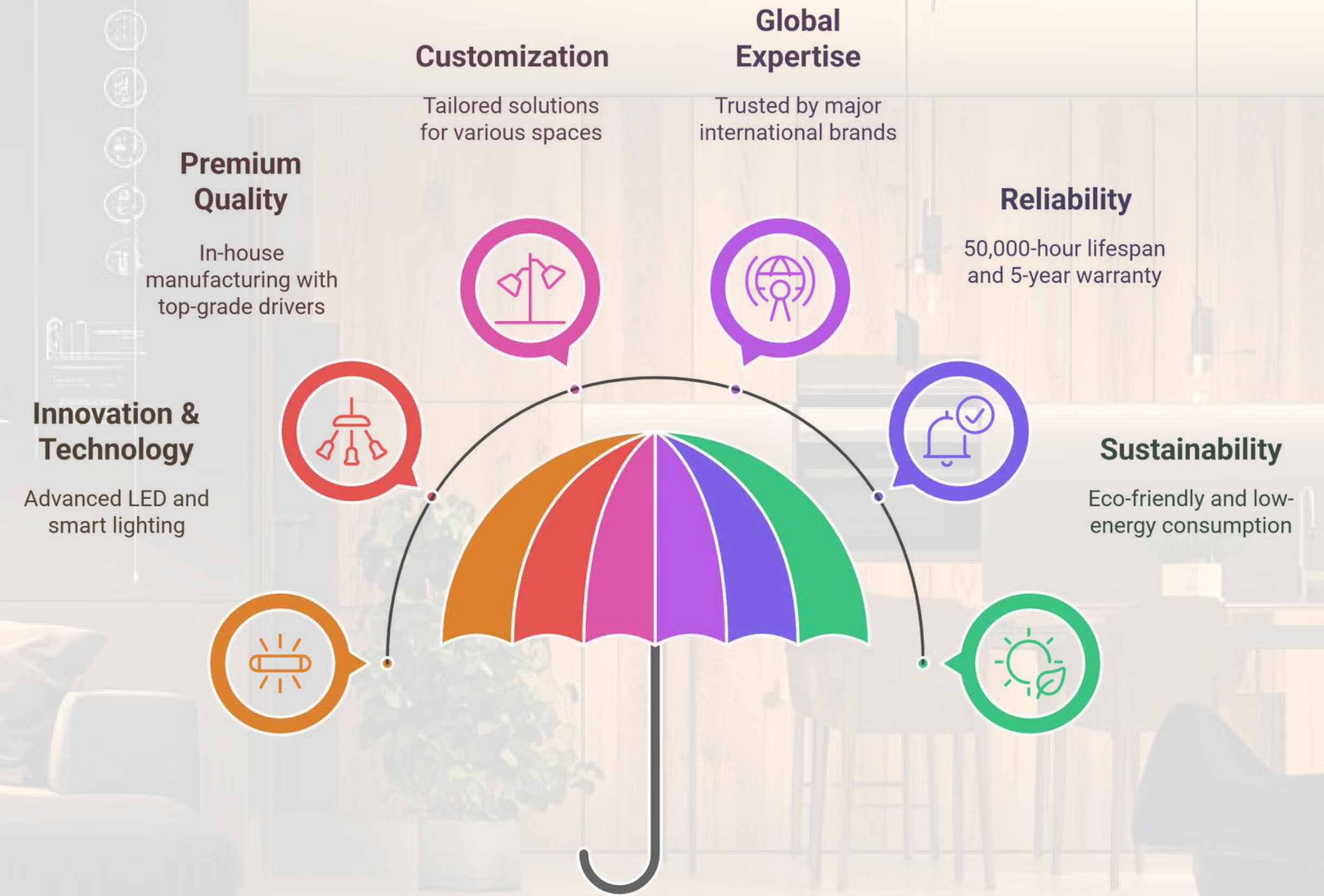




AT LITIFY LIGHTING, WE COMBINE TECHNOLOGY, DESIGN, AND EFFICIENCY TO CREATE STATE-OF-THE-ART LIGHTING SOLUTIONS THAT STAND OUT IN THE INDUSTRY.



WE ARE COMMITTED TO DELIVERING EXCELLENCE WITH EVERY PROJECT, ENSURING OPTIMAL LIGHTING, EFFICIENCY, AND AESTHETICS FOR ALL OUR CLIENTS.







## Partners & Global Alliances

AT LITIFY LIGHTING, WE COLLABORATE WITH LEADING GLOBAL BRANDS TO BRING THE BEST LIGHTING TECHNOLOGY AND INNOVATION TO OUR CLIENTS.

**OSRAM** **PHILIPS** **inventronics**

 **LUMILEDS** **CREE**  **LED CHIPS** 

## OUR TRUSTED PARTNERS:

### ◆ PHILIPS, OSRAM, BAG

HIGH-QUALITY LED DRIVERS WITH 4.4KV SURGE PROTECTION.

### ◆ CREE, BRIDGELUX, LUMILED

HIGH-LUMEN COB LEDS WITH 90 CRI, CUSTOM-DESIGNED FOR LITIFY.

### ◆ INDUSTRY LEADERS

PREFERRED LIGHTING VENDOR FOR WOODLAND , LAKSHITA , W , AURELIA , KAZO , V2 , CANTAIL , ADITYA BIRLA RETAIL , RELIANCE BRANDS LTD AND MANY MORE

THROUGH THESE PARTNERSHIPS, WE ENSURE CUTTING-EDGE TECHNOLOGY, PREMIUM QUALITY, AND UNMATCHED PERFORMANCE IN ALL OUR LIGHTING SOLUTIONS.



## **ADVANCED LIGHTING TECHNOLOGY**

AT LITIFY LIGHTING, WE BRING STATE-OF-THE-ART TECHNOLOGY TO THE WORLD OF ILLUMINATION, ENSURING PRECISION, ENERGY EFFICIENCY, AND SUPERIOR PERFORMANCE.

### **OUR TECHNOLOGICAL EDGE:**

90 CRI HIGH-PERFORMANCE LEDS – EXPERIENCE TRUE-TO-LIFE COLORS AND VIBRANT CLARITY.

SMART & TUNABLE LIGHTING – ADJUST BRIGHTNESS & COLOR TEMPERATURE FOR THE PERFECT AMBIANCE.

DIALUX & LUX MAPPING – PRECISION-DESIGNED LIGHTING SIMULATIONS FOR FLAWLESS EXECUTION.

IES FILE INTEGRATION – INDUSTRY-STANDARD LIGHT DISTRIBUTION FOR ARCHITECTS & PLANNERS.

ECO-FRIENDLY & ENERGY-EFFICIENT – CONSUMES LESS POWER WHILE LASTING 50,000+ HOURS.

CUSTOM-ENGINEERED LED DRIVERS – BUILT IN-HOUSE WITH 4.4KV SURGE PROTECTION FOR RELIABILITY.

WE DON'T JUST ILLUMINATE SPACES—WE REDEFINE THEM!







# Lighting Product Categories

## Our Wide Range of Lighting Solutions

At Litify Lighting, we offer an extensive portfolio of lighting solutions designed for various applications. Our products combine modern aesthetics, energy efficiency, and cutting-edge technology to enhance every space.



### ◆ **Architectural Lighting**

Sleek, functional, and designed to blend seamlessly with modern interiors.

### ◆ **Decorative Lighting**

Stylish and elegant fixtures for homes, hotels, and luxury retail stores.

### ◆ **Smart & Tunable Lighting**

Customizable lighting with color-changing & dimmable features.

### ◆ **High-Bay & Industrial LED Lighting**

Powerful, energy-efficient illumination for warehouses & factories.

### ◆ **Retail Display & Spotlights**

Designed to enhance product visibility and create engaging experiences.

### ◆ **LED Panel & Downlights**

Ideal for offices, showrooms, and commercial spaces.

### ◆ **Outdoor & Facade Lighting**

Weather-resistant LEDs for architectural exteriors and landscape lighting.





# Retail Store Lighting Solutions

## Elevating Retail Spaces with Light

At Litify Lighting, we understand that lighting plays a crucial role in the shopping experience. Our retail lighting solutions are designed to enhance product visibility, create ambiance, and drive customer engagement.



## How We Enhance Retail Spaces:

- ✓ Attract More Customers – Bright, inviting store lighting increases footfall.
- ✓ Highlight Products – Spotlights & display lighting make products stand out.
- ✓ Create the Right Mood – Warm or cool lighting tones for the perfect ambiance.
- ✓ Energy Efficiency – High-lumen LEDs that reduce electricity costs.
- ✓ Brand Consistency – Customized lighting to match brand identity & aesthetics.

### ◆ Our Clients Include:

**WOODLAND , LAKSHITA , W , AURELIA , KAZO , V2 , CANTAIL , ADITYA BIRLA RETAIL , RELIANCE BRANDS LTD AND MANY MORE**

✨ We transform retail spaces with lighting that captivates and converts!

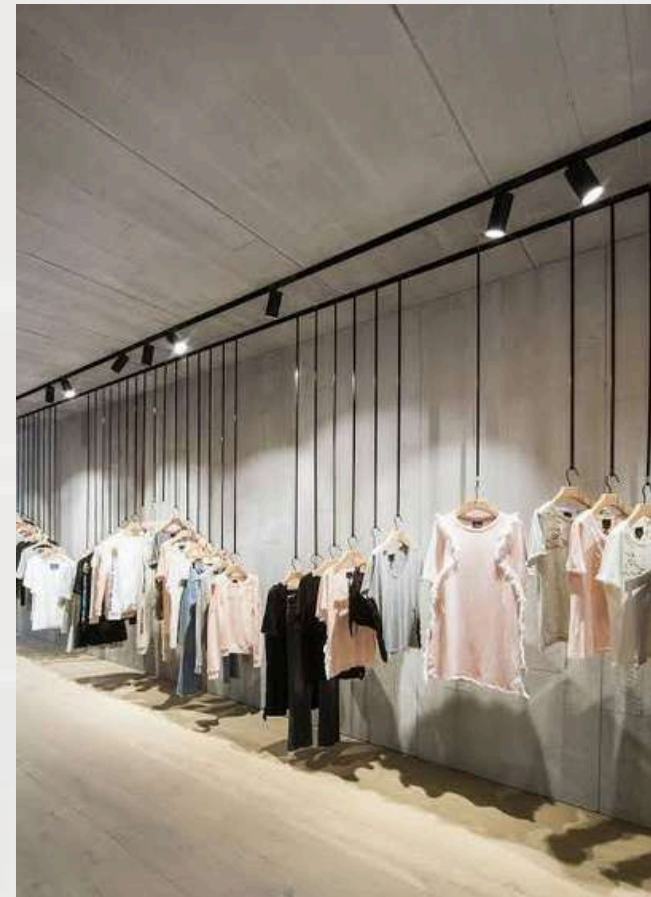




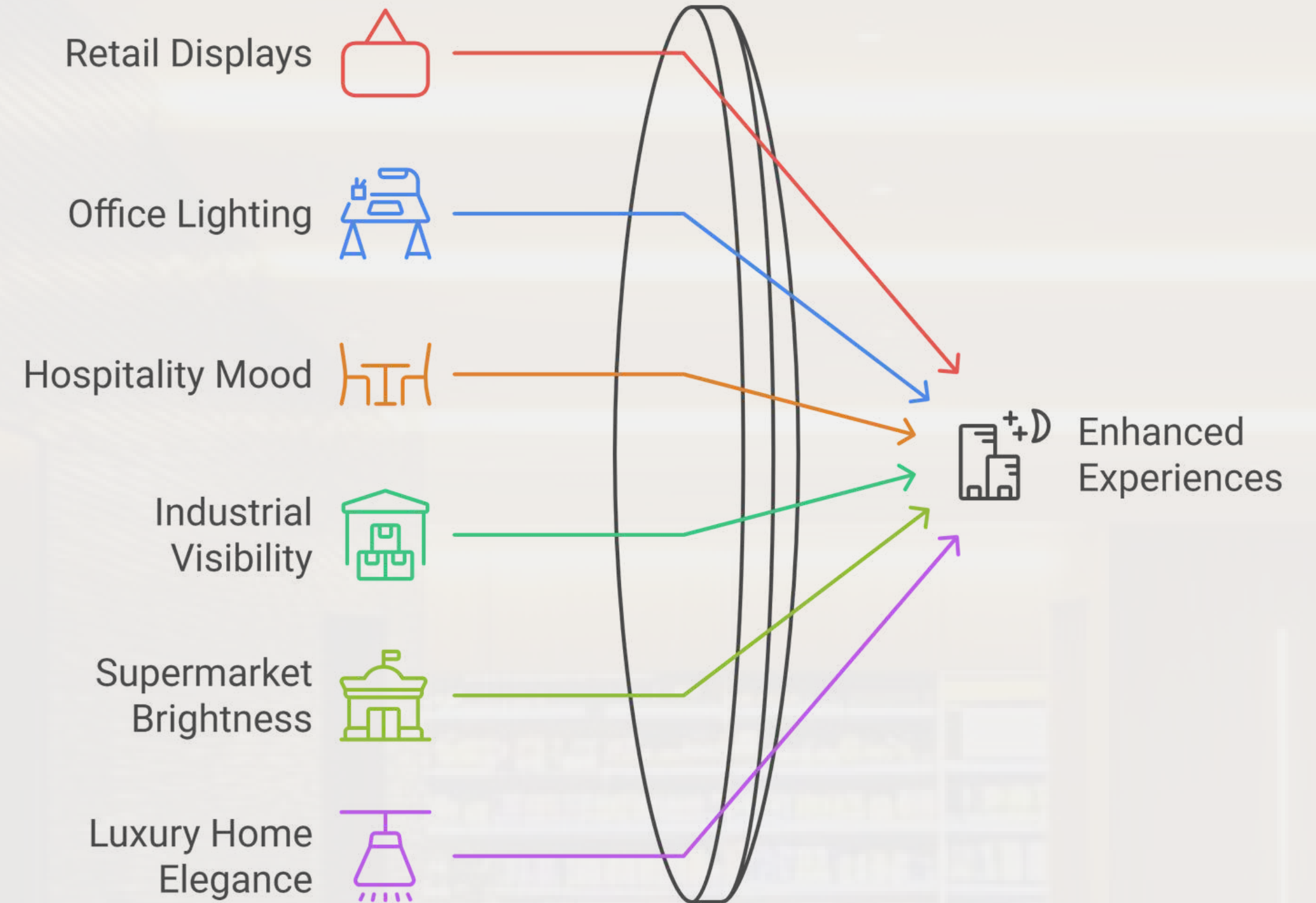
# Segments We Cover

## Industries We Serve

At Litify Lighting, we specialize in designing tailor-made lighting solutions for various industries, ensuring optimal performance, energy efficiency, and aesthetic appeal.



## Illuminating Diverse Spaces



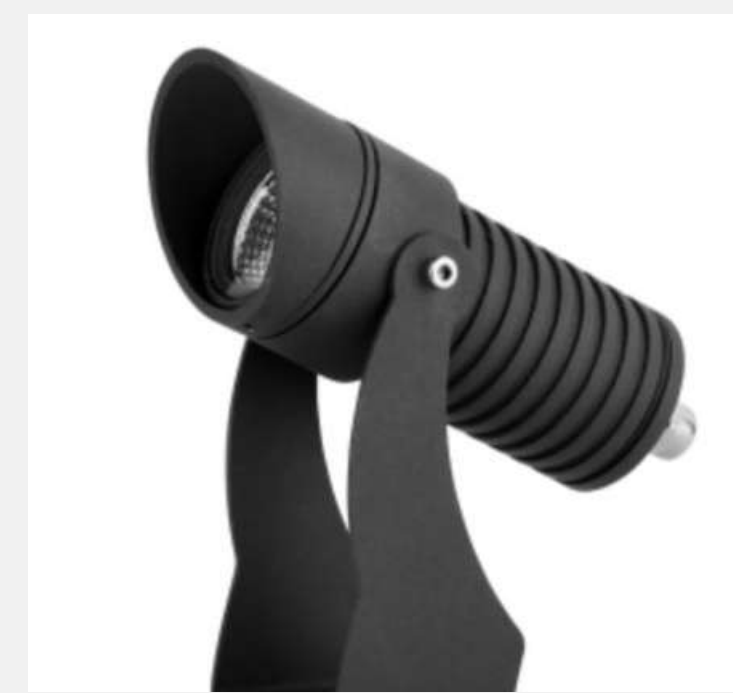


# Litify

## Our Products

### 📸 Showcasing Our Premium Lighting Solutions

At Litify Lighting, we offer a diverse range of lighting products designed for various applications—from luxury retail stores to industrial warehouses. Our products combine modern aesthetics, high efficiency, and innovative technology to elevate every space.

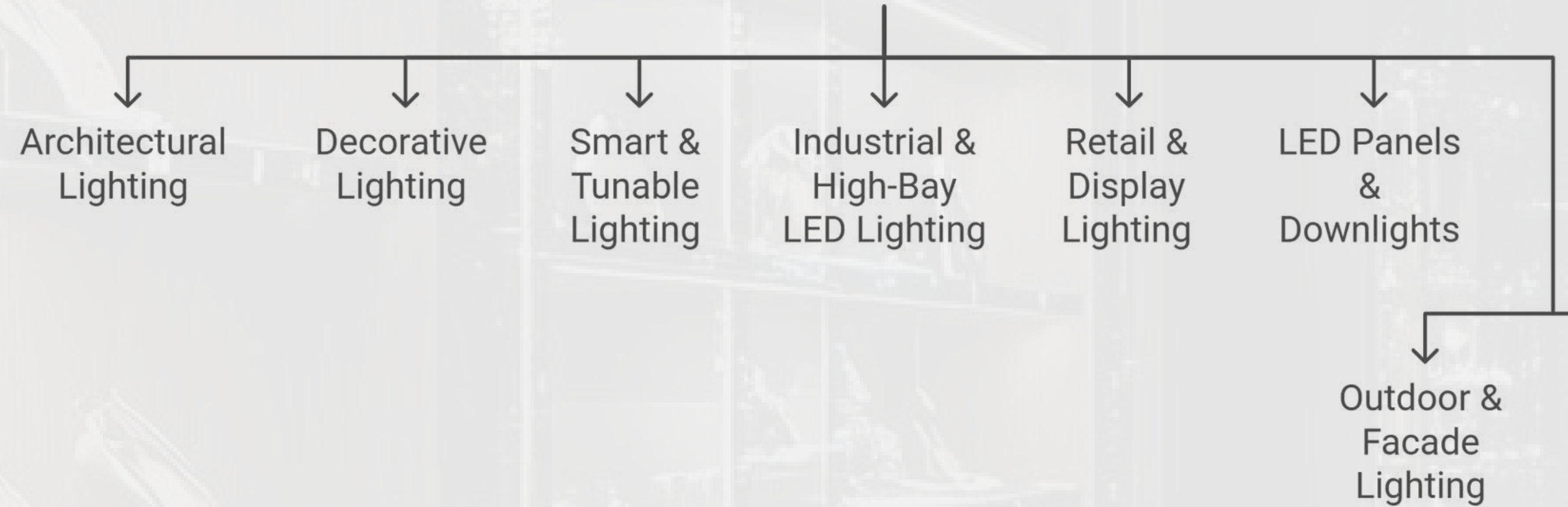


-  Architectural Lighting
-  Decorative Lighting
-  Smart & Tunable Lighting
-  High-Bay & Industrial LED
-  Retail Display & Spotlights
-  LED Panel & Downlights
-  Outdoor & Facade Lighting
-  Refrigeration & Specialized LED





## Product Range



### Innovative Lighting Solutions for Every Space

At Litify Lighting, we continuously innovate to bring you the most advanced lighting solutions. Our product range is designed to elevate ambiance, improve efficiency, and enhance user experience.





Litify



Product Range

Litify



Product Range



## 2 Planning & Execution

- ◆ Dedicated Project Management teams supervise every project.
- ◆ Ensuring smooth installation & functionality of products with minimal disruptions.

## 3 Complete After-Sales Service

- ◆ Our job doesn't end after installation—we provide on-time support & service.
- ◆ 100% client satisfaction with quick assistance for any lighting needs.

## 4 3-5 Year Warranty on Products\*

- ◆ End-to-end solutions with customized lighting products.
- ◆ Added advantage of 3-5 years warranty on all lighting solutions.
- ✨ We ensure every lighting project is executed with precision, efficiency, and lasting impact!





# Litify

## Our Segments

### Retail

Focus on well-known brands and consumer engagement

### Luxury & Hospitality

Provide elegant lighting for hotels and resorts

### Offices

Enhance productivity with modern workspace lighting

### Industrial & Warehousing

Improve efficiency with high-bay LED lighting









# Selection of Lights Using Advanced Software & Technology

- ✓ Precision lighting selection with advanced tools.
- ✓ Dialux & Lux Mapping for accurate brightness calculations.
- ✓ IES Files for standard light distribution analysis.
- ✓ High-CRI LEDs for true color rendering & efficiency.
- ✓ Smart lighting integration for custom ambiance & automation.

We use cutting-edge technology to provide the perfect lighting for every space!

The background of the right half of the image shows a blurred view of a computer monitor displaying the DIALux software interface. The interface includes various panels for lighting design, such as a 3D rendering area, a light fixture library, and data tables. The word "DIALux" is overlaid in large, bold, black letters across the center of the monitor.

# DIALux



- ✓ 25+ years of expertise in the lighting industry.
- ✓ Partnered with leading international brands for advanced lighting technology.
- ✓ Successfully executed large-scale projects across retail, hospitality, offices & industrial sectors.
- ✓ Continued innovation in smart & energy-efficient lighting solutions.

## Company's Strategic Growth and Achievements



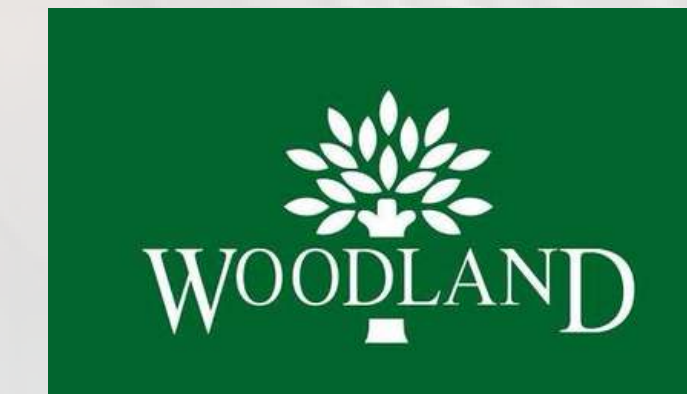




## Our Growing Clientele

At Litify Lighting, we continue to expand our presence across industries, delivering innovative, high-quality lighting solutions tailored to diverse business needs. Our expertise spans luxury retail, commercial spaces, hospitality, fitness, electronics, and global exports, making us the preferred lighting partner for some of the biggest brands in India and beyond. From premium jewelry showrooms to cutting-edge fitness centers, grand hotel chains, and global superstores, our lighting enhances ambiance, efficiency, and visual appeal.

We don't just provide lighting—we create experiences that elevate brands and transform spaces.



## Thank You for Choosing Litify Lighting

At Litify Lighting, we believe that light is more than just illumination—it's an experience. With our commitment to innovation, efficiency, and design excellence, we continue to shape the future of lighting. Whether it's retail, hospitality, commercial, or industrial spaces, our tailored solutions ensure optimal ambiance, energy savings, and aesthetic brilliance.

📌 Contact Us

📍 Address: ADDRESS HEAD OFFICE 5/1 WEST PATEL NAGAR DELHI 110008  
CORPORATE ADDRESS BUILDING NO . 220 SIKANDERPUR GURUGRAM  
HARYANA 122004

☎ Phone: 011-47588888

✉ Email: [sales@kalingacable.in](mailto:sales@kalingacable.in)

🌐 Website: [www.kalingacable.in](http://www.kalingacable.in)

✨ We look forward to illuminating your space with excellence!

# Litify

