



**Crompton**

Consumer Lighting

# **EXTENSION BOARDS LAUNCH DECK**

## LAUNCH OF NEW CATEGORIES FOR THE B2C LIGHTING BUSINESS



LED TORCHES



OUTDOOR LAMPS



EXTENSION BOARDS

### BENEFITS:

- INCREASE EXTRACTION FROM EXISTING COUNTERS
- INCREASE NUMBER OF COUNTERS

NEW OUTLETS: NON-ELECTRICAL COUNTERS SUCH AS KIRANA STORES, HYPERMARKETS, STATIONERY, MOBILE, AND ELECTRONICS OUTLETS

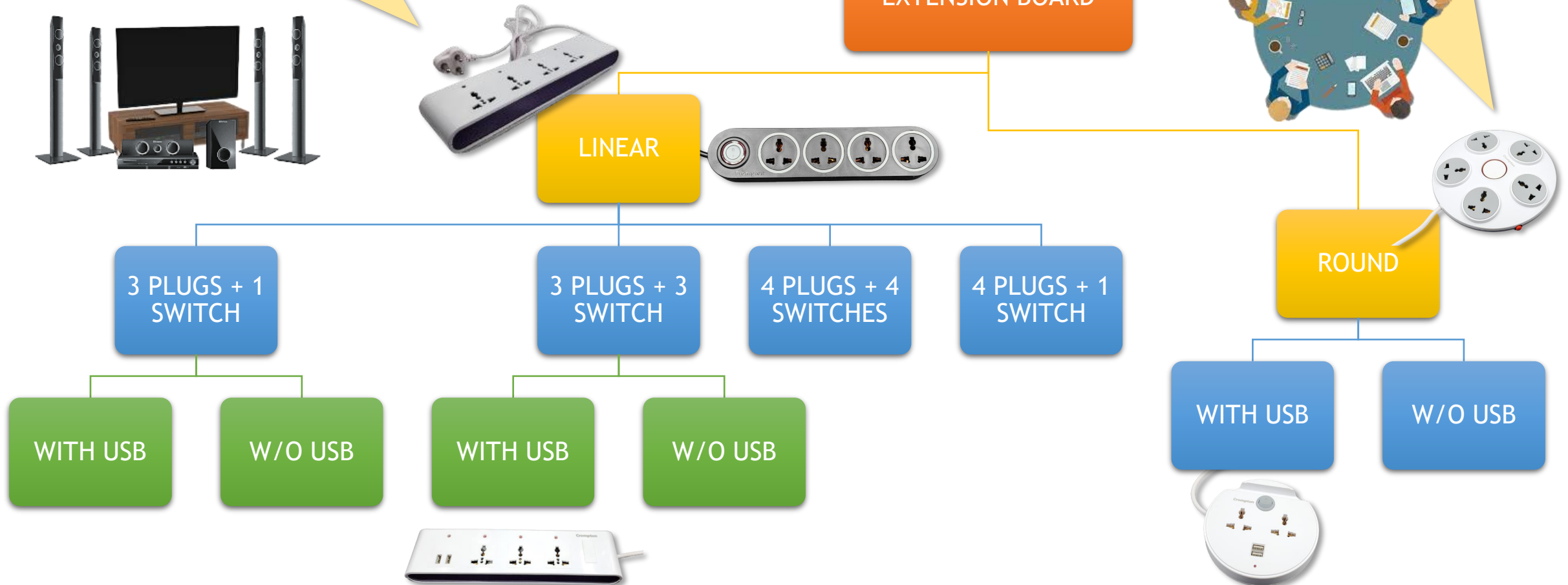


TABLE LAMP



LINEAR MODELS ARE USED IN CONNECTING MULTIPLE DEVICES SUCH AS TV, SET-UP BOX, SPEAKERS ETC.

ROUND MODELS ARE USED IN CONNECTING MULTIPLE DEVICES SUCH AS LAPTOPS AROUND A CONFERENCE TABLE.



# WHY CROMPTON POWERBOX?

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**CROMPTON EXTENSION BOARDS USE FIRE RETARDANT WIRES THAT ENSURES SAFETY ABOVE EVERYTHING**



**AVAILABLE IN 7 UNIQUE DESIGNS IN STANDARD AND USB TO CHOOSE FROM**



**ALL MODELS COME WITH PHYSICAL FUSES/OVERLOAD PROTECTION TO PROTECT DEVICES FROM OVERLOAD AND SHORT-CIRCUITS**

**MOST BRANDS PROVIDE 0-6 MONTHS WARRANTY**



**1 YEAR OF WARRANTY ACROSS THE ENTIRE RANGE WITH THE BRAND PROMISE**

# POWERBOX ALPHA - BX/WX FEATURES

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ALPHA WX



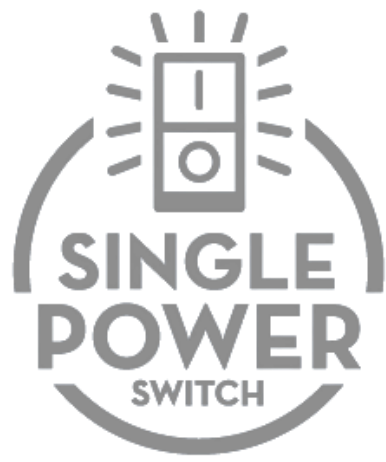
ALPHA BX



UNIVERSAL SOCKETS FOR ALL TYPES OF PLUGS



LIGHT WEIGHT BUT STRONG PLASTIC BODY



SINGLE SWITCH CONTROL FOR ALL PLUGS



RUST RESISTANT GALVANIZED PINS THAT HOLD THE PLUG FIRMLY

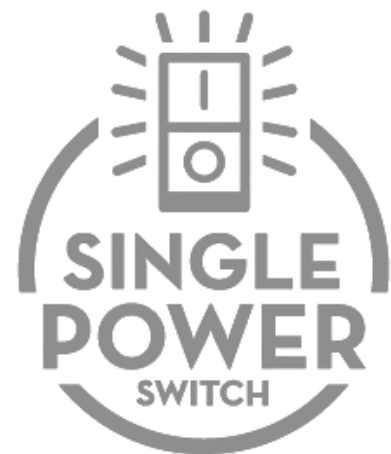
## ALPHA LITE



UNIVERSAL SOCKETS FOR ALL TYPES OF PLUGS



LIGHT WEIGHT BUT STRONG PLASTIC BODY



SINGLE SWITCH CONTROL FOR ALL PLUGS



RUST RESISTANT GALVANIZED PINS THAT HOLD THE PLUG FIRMLY





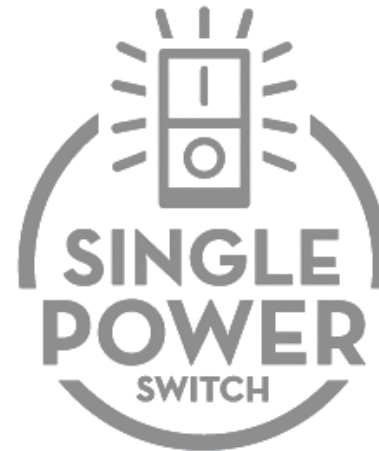
## ALPHA S



UNIVERSAL SOCKETS FOR ALL TYPES OF PLUGS



LIGHT WEIGHT BUT STRONG PLASTIC BODY



SINGLE SWITCH CONTROL FOR ALL PLUGS



RUST RESISTANT GALVANIZED PINS THAT HOLD THE PLUG FIRMLY



# COMPETITION MAPPING – NON USB MODELS

# Crompton

**BAJAJ**

**SYSKA**

**HAVELLS**

**CROMPTON**



MODEL NAME	4 Way Spike and Surge Guard	4 +1 Way power strip	4 + 4 Way Power Strip	4 +1 Way Extension Board	Ecostar 4 +1 Surge & Spikeguard	Ecostar 4 +1 Surge & Spikeguard	Royalstar 4+1 Surge & Spikeguard	Royalstar 4+4 Surge & Spikeguard	Powerbox Alpha S	Powerbox Alpha BX	Powerbox Alpha WX	Powerbox Alpha LITE
SWITCHES	1 N	1 N	4 N	1 N	1 N	1 N	1 N	4 N	1 N	1 N	1 N	1 N
WIRE LENGTH	2M	2 M	2 M	1.5 M	2 M	4 M	2 M	2 M	2 M	2 M	2 M	2 M
LOAD	6 AMP	NOT DECLARED	NOT DECLARED	6 AMP	6 AMP	6 AMP	10 AMP	10 AMP	6 AMP	6 AMP	6 AMP	6 AMP
WARRANTY	6 MONTHS	1 YEAR	1 YEAR	6 MONTHS	6 MONTHS	6 MONTHS	6 MONTHS	6 MONTHS	1 YEAR	1 YEAR	1 YEAR	1 YEAR
FEATURES	4 universal sockets with 1 switch	4 universal sockets with 1 switch	4 universal sockets with 4 switches	4 universal sockets with 1 switch	4 universal sockets with 1 switch	4 universal sockets with 1 switch	4 universal sockets with 1 switch	4 universal sockets with 4 switches	4 universal sockets with 1 switch	4 universal sockets with 1 switch	4 universal sockets with 1 switch	4 universal sockets with 1 switch
RDP	284	327	373	283	303	399	338	460	350	299	299	299



## 3+3 EXTENSION BOARD WITH USB

ALPHA SU



2 USB PORTS



6A

**SOMETHING TO TALK ABOUT:**

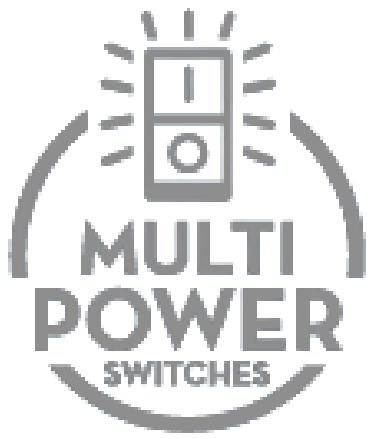
*THIS MODEL COMES WITH A THERMAL TRIPPER INSTEAD OF A PHYSICAL FUSE*



3 UNIVERSAL SOCKETS FOR ALL TYPES OF PLUGS & 2 USB FOR MOBILE CHARGING



LIGHT WEIGHT BUT STRONG PLASTIC BODY



MULTIPLE SWITCHES FOR CONVINEINT CONTROL



RUST RESISTANT GALVANIZED PINS THAT HOLD THE PLUG FIRMLY

## BAJAJ



## SYSKA



## HAVELLS



## CROMPTON



MODEL NAME	3 Way Spike and Surge Guard with 2 USB	SSK-EBU-0301 ABS 3 Way Power Strip	SSK-EBU-0302 ABS 3 Way Power Strip	USB Star 4+1 Surge & Spikeguard	Powerbox Alpha SU
SWITCHES	1 N	1 N	3 N	1 N	3 N
USB	2 N	2 N	2 N	3 N	2 N
WIRE LENGTH	3 M	2 M	2 M	1.5 M	2 M
LOAD	6 AMP	6 AMP	6 AMP	6 AMP	6 AMP
WARRANTY	6 MONTHS	1 YEAR	1 YEAR	6 MONTHS	1 YEAR
FEATURES	3 universal sockets with 1 switch	3 universal sockets with 1 switch	3 universal sockets with 3 switches	3 universal sockets with 1 switch	3 universal sockets with 3 switches
RDP	439	477	607	505	550

# POWERBOX ALPHA - C SPECIFICATIONS

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6A



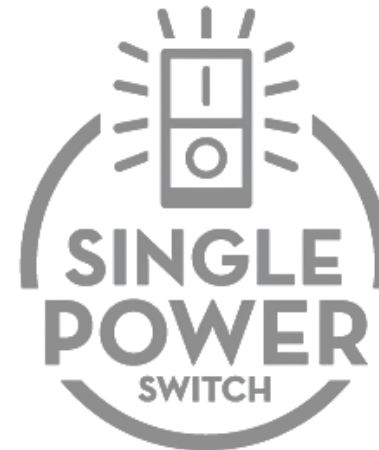
ALPHA C



UNIVERSAL SOCKETS FOR ALL TYPES OF PLUGS



LIGHT WEIGHT BUT STRONG PLASTIC BODY



SINGLE SWITCH CONTROL FOR ALL PLUGS



RUST RESISTANT GALVANIZED PINS THAT HOLD THE PLUG FIRMLY

**SOMETHING TO TALK ABOUT:**

**THIS MODEL COMES WITH A THERMAL TRIPPER INSTEAD OF A PHYSICAL FUSE**

# POWERBOX ALPHA - CU SPECIFICATIONS

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**ALPHA CU**

**2 USB PORTS**

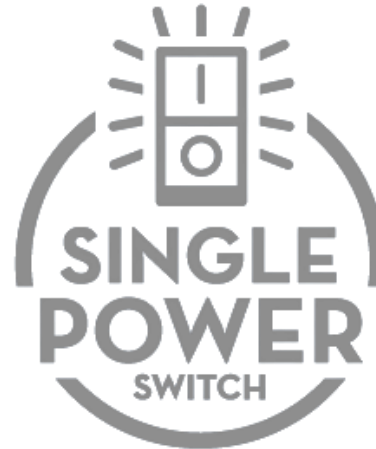
**WITH UNIQUE MOBILE HOLDER GROOVE**



**2 UNIVERSAL SOCKETS FOR ALL TYPES OF PLUGS & 2 USB FOR MOBILE CHARGING**



**LIGHT WEIGHT BUT STRONG PLASTIC BODY**



**SINGLE SWITCH CONTROL FOR ALL PLUGS**



**RUST RESISTANT GALVANIZED PINS THAT HOLD THE PLUG FIRMLY**

**SYSKA**

**HAVELLS**

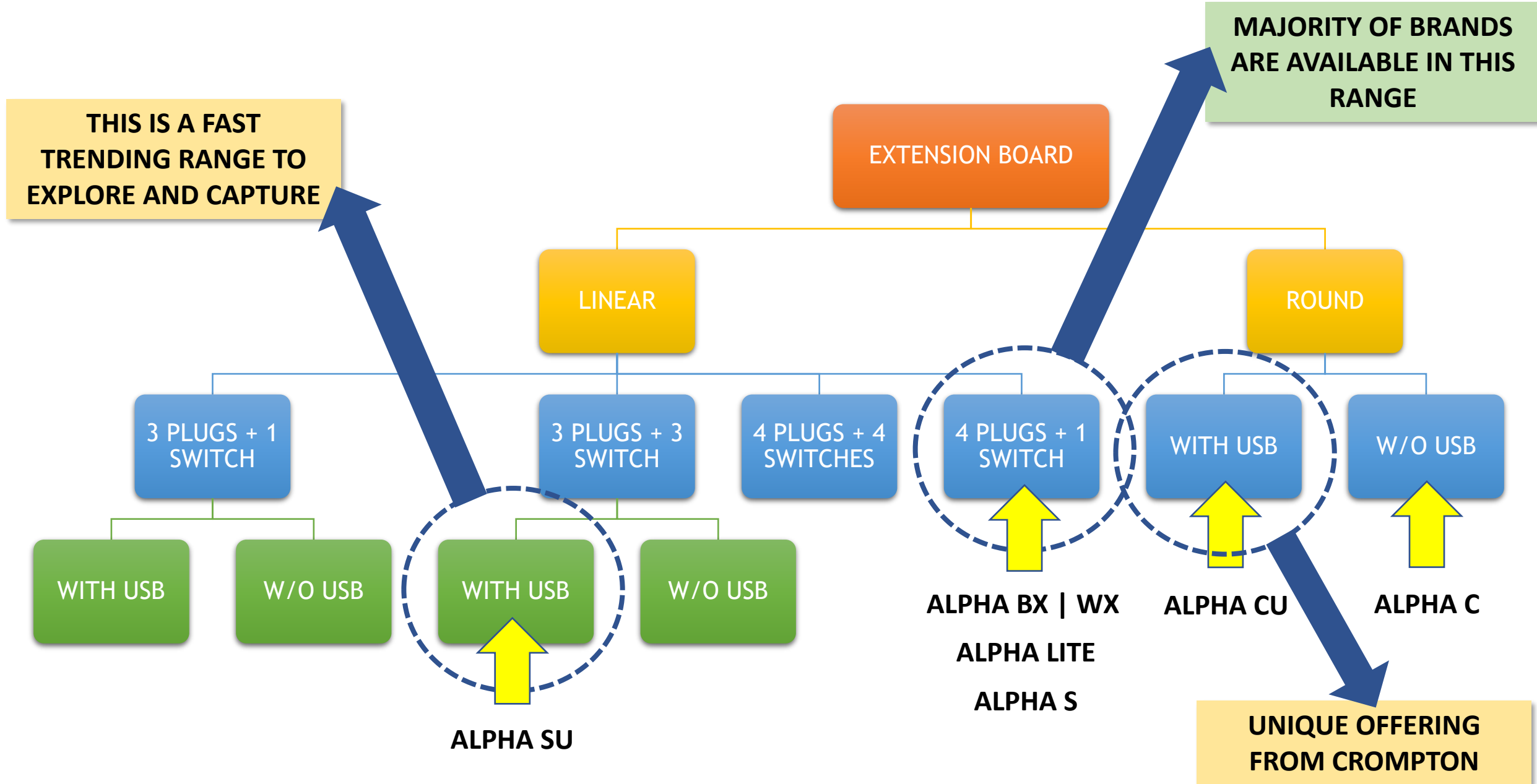
**CROMPTON**



MODEL NAME	Syska Tri Power- 2 Way Power Strip 2 Socket Extension Board	Rigel 5+1 Surge & Spikeguard - AHLXOXW061	Powerbox Alpha C	Powerbox Alpha CU
WIRE LENGTH	1.5 M	1.5 M	2 M	2 M
LOAD	10 AMP	10 AMP	6 AMP	6 AMP
WARRANTY	1 YEAR	6 MONTHS	1 YEAR	1 YEAR
FEATURES	2 universal sockets with 2 USB	5 universal sockets	5 universal sockets	2 universal sockets with 2 USB
WINNING FEATURE FOR CROMPTON	Bulky body and short wire	Bulky and socket does not allow mobile chargers	Universal plug, Lightweight, Tight pins, Suitable for all types of plugs including mobile chargers	Contemporary model offering 2 USB charging ports and unique mobile holder
RDP	470	477	400	450

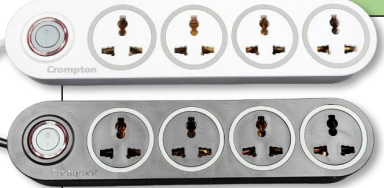





# CATEGORIZATION

# Crompton





# POWERBOX RANGE PRICING

POWERBOX RANGE OF EXTENSION BOARDS	CASE LOT	RDP	MRP
 LEDPB-ALPHA-WX/BX	10	299	699
 LEDPB-ALPHA-LITE	10	299	699
 LEDPB-ALPHA-S	10	350	799
 LEDPB-ALPHA-SU	10	599	1499
 LEDPB-ALPHA-C	10	400	999
 LEDPB-ALPHA-CU	10	450	999



**Crompton**

Consumer Lighting

**THANK YOU**