

Being one of the leading manufacturers in the lighting industry, Leksa Lighting caters to providing turn-key solutions, offering a wide range of innovative LED lamps, fixtures, and more. In this exclusive feature, PALM Expo Magazine team gets in touch with **Ronald Silvan D'souza**, Executive Director, Leksa Lighting, identifying the brand's performance in the lighting market and its focus towards 'Make in India' initiative, aiding local economy with 'Lighting Excellence'.

# Manufacturing Excellence with 'SPECIALISED LIGHTING' Solutions

## *Leksa Revolutionises Professional Lighting with 'Make in India' Initiative*

### **Introducing Leksa Lighting Technologies in India**

Understanding Leksa Lighting's focus towards transforming specialised lighting in a professional manner, **Ronald Silvan D'Souza** talks about LED requirements in the industry, stating, "LED Lighting is bringing a revolutionary change in the market and there are no professional companies in India that manufacture and provide complete lighting solutions with a good knowledge of LED lights for various segments."

He adds, "The companies that were good in halogen, florescent and HMI technology, could not gear up for

the LED technology and started failing. Therefore, there was a big gap in what customers were looking for and what they got in the market, that too at a very high price. This is where Leksa Lighting took the opportunity to bridge the gap completely under the 'Make in India' initiative. Mahatma Gandhi had vision of prosperous India: 'Every village should have an industry to make India a developed country' and following the vision, Leksa Lighting was introduced in 2018 in the outskirts of Mangalore at a place called Moodbidri, India."

The company understood customer's requirements and has been building the brand since then, working hard to empower the youths of the village by generating over 300 employments.

### **Defining the Brand's Mission – 'Make In India'**

Mission of Leksa Lighting is in the very name of it – 'LEKSA'. 'LE' in LEKSA stands for Lighting Excellence. It is also the company's tagline and indicates Leksa's goal to be a global leader in professional lighting technology providing high-end solutions. Leading this mission with the dedicated R&D staff, the brand brings modern and efficient technology in the market combined with affordability. As a part of this goal, the company



Ronald Silvan D'Souza, Executive Director, Leksa Lighting Technologies

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Leksa Lighting's  
excellence at XLRI -  
Jamshedpur

strives to be independent with complete in-house design and development of products, reducing the dependency on external resources and getting a better control of the quality and standards of the products and that's how the brand's drive to be independent & self-reliant aligns with India's 'Make in India' initiative and also helps in achieving company's goals of aiding the growth of local economy, ultimately fueling national prosperity.

The second part of the name 'KSA' stands for '*Knowledge Shared Adequately*' – bolstering the mission to educate and share the knowledge to the masses, especially to the younger generation. Leksa Lighting has conducted many training sessions on the importance of lighting and the current technologies of lighting. It is the brand's way of giving back to the society. The brand has acquired high-end knowledge while producing high-end products that can perform in front of the best cameras in the world.

## Dominating 'Specialized Lighting' in the Indian Market

Leksa Lighting started with very little staff but had infinitely higher courage and enthusiasm with all required professionalism & exposure. In just six and a half years, Leksa Lighting is one of the leading manufacturers and suppliers of professional lighting in South-East Asia by dominating the lighting scene not just in broadcasting fields such as TV studio, film and fiction shoot industries but also in auditorium, architectural, and many other specialized lighting verticals. In such a short time Leksa Lighting has executed projects all over India and has spread its presence across more than 20 countries. Leksa Lighting has one of the largest manufacturing facilities in specialized lighting in South Asia today. Such astounding growth in the short span of six and a half years defines the company's motivation to grow and it seems there's no stopping any time soon.

## Leksa's Specialized Solutions

Leksa manufactures a huge array of professional lights. Starting with auditorium lighting, the brand offers LED light fixtures from profile lights to RGBW par lights with seamless control of lights using various wired and wireless control systems. The company also gives a turnkey solution for auditoriums and stages by supplying and erecting stage mechanism systems such as

motorized lighting grids, motorized curtain systems, control systems, and power solutions in a professional manner.

Leksa provides a similar turnkey solution for TV studio lighting by providing state-of-the-art LED Lighting fixtures like various types of panel lights to fresnel lights along with control system and rigging system. These light fixtures are also used

for film and fiction shoots as they are extremely efficient and abundant in feature sets such as range of color temperatures, dimming controls, etc., without the use of external devices. Highest quality light output, suitable for broadcast with CRI, R9, and TLCI values being more than 96 can be used for all lights resulting in supremely accurate color reproduction. The light fixtures are also capable of illuminating scenes to shoot in Ultra HD 8K and beyond 10,000 frames per second.

Additionally, the brand also manufactures architectural lights to decoratively illuminate structures ranging from historical monuments to buildings of significance and everything else that requires to be beautified. Leksa lighting has a wide range of lights with any color of the spectrum and varying beam angles, all capable of installing outdoors, withstanding harsh weather conditions, and equipped with the same reliable control systems that are used for auditorium and studio lighting fixtures.

The brand also stated that it started its general lighting segment – LEXRISE along with products catering to DJ/Pubs and video conference lighting, stadium/sports lighting, street lighting, flood lighting and high mast lighting.



In view: LK-F300  
300W fresnel light





**In picture: Karnataka Parliament - Vikasa Soudha at its best with Leksa Lighting**

## Developing Innovative Solutions

Discussing the brand's growth and proficient knowledge of the industry to cater to the rising demands of the customers, **Ronald Silvan D'souza**, Executive Director, Leksa Lighting Technologies, commented, "The greatest strength of our company is our high-tech products and the team working behind it. Any and every product coming out of Leksa Lighting is designed and developed by our inhouse R&D team. In specialized lighting over 400 types of products/models are getting produced with our own moulds and dies." He adds, "Even the LED positioning - Pick & Place process is happening within the company to ensure the best in-built quality following Jidoka process.

Leksa has proficient knowledge of the industry and therefore, caters to proper selection of semiconductors and custom manufacturing of LED light sources. In fact, sound knowledge on lens and beam angle's mechanism puts Leksa ahead of all. Our proficiency is acknowledged with the type of critical high-end projects that Leksa lighting has executed in a short time."

Being a well-recognized 'Make in India' brand, Leksa provides complete service support Pan-India. Ronald states, "We strongly believe that today nobody else can give such end-to-end solutions in India from concept proposal and design to custom manufacturing, installation, training & handover, and service support. Every product of Leksa is updated with the latest technology and features. Over 400 high-end projects have been completed in just six and a half years, which is a testimony or a revolution in itself that keeps us ahead of any competition in India."

## A Sneak Peek to Leksa's High-End Lighting Projects Till Date

Leksa is one of the leaders in architectural lighting. The brand has executed many prestigious lighting projects including **Ayodya Dham**, Karnataka's legislative assembly, the **Suvarna Soudha** in Belagavi, **Birla Mandir** in Goa, **Chennai Metro Rail Limited (CMRL)** where pixel lighting technology was used, **Ayodhya Dham lighting**, **Gateway of India lighting**, **Atal LED Garden in Pune**, **13 Sky Walk's** beautification in Mumbai, and many other significant lighting projects in India as well as abroad.

The brand has also executed façade lighting of **Kalinga Hockey Stadium**, Bhubaneswar, which held a world-cup hockey game. Another popular stadium beautified with Leksa Lighting is the **Jawaharlal Nehru Indoor stadium** in Cuttack. Leksa also executed a monument lighting project under **CIDCO** - Navi Mumbai and the dynamic lighting of **Utsav Chowk** at Kharghar. The company has also dipped its toes in the fountain light and sound show in one of the most ambitious projects - the **Dr. Shivaram Karanth Theme Park** at Kota, Karnataka. The team has completed **Birla Mandir** in BITS campus, Goa,

with appreciation from Mr. **Kumara Mangalam** - Owner of Birla Group. The team has also completed 92 railway station lighting beautification projects across India.

Furthermore, one of Leksa's earliest and proudest projects was the auditorium lighting and drapery system installation at **Rajagiri School of Engineering and Technology**, Kochin. The project included designing, manufacturing, and installing of stage lighting and drapery with more than 210 lighting fixtures, 19 motorized bars, and complete power solution. Not only that, Leksa also got a prestigious opportunity to execute the stage lighting project at **Mahatma Gandhi International Convention Centre**, Niamey, Niger, funded by the Government of India.

TV studio lighting has been Leksa's strong suit, and as Leksa Lighting claims - more than 70% of Indian broadcasting industry opts for Leksa lighting products today. Some of the most popular news studios in India are lit with Leksa lights like **Aaj Tak**, **Times Now**, **Tv9 Bharatvarsh**, **Tv9 Bangla**, **TV18**, **Asianet**, **Suvarna News**, **Public TV**, and many others. The team has also executed studio lighting projects in Sri Lanka, Tanzania, Bangladesh, Kenya, and Canada.

Leksa has also supplied LED lights to many TV shows for **Sony TV** and **Star Network**. The company is a pioneer in introducing LED lighting to the Film and Fiction industry replacing all the conventional halogen and HMI based lighting. One of the most popular pubs in Hyderabad, the **909 pub** is also lit up by LED pixel lighting from Leksa.

**Thane Municipal Corporation** is beautified with Leksa lights and India's biggest LED Garden

- **Atal Bihari Vajpayee Udyan** in Pune under PCMC, Gateway of India's beautification, and many renowned prestigious projects have been completed successfully by Leksa Lighting.

**Puttaparthi Sai Hira Global Convention Center's** stage lighting and façade beautification lighting is done by Leksa, which was inaugurated by respected **Prime Minister Narendra Modi Ji**. **3000-seater St. Xavier's** complete auditorium lighting in Bhubaneswar is another great job by Leksa.

Thane city beautification and 13 Skywalk lighting in Mumbai also speaks of the quality of work by Leksa's team. The Lighting of Asia's biggest Church - **Christu Jyothi Church** in Warangal with 29,000 seating capacity conveys the expertise of this company.

## Conclusion

Determined to cater to India's 'Make in India' mission and provide cutting-edge lighting solutions to the users, Leksa Lighting estimates a speedy growth in the Indian market. Ronald adds, "I want to make Leksa Lighting a most admirable company in the field of specialized lighting in India and want to move towards becoming a global leader in high-end professional lighting."

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