

CORPORATE
**COMPANY
PROFILE**



Tashee Group



Care Home



Entertainment



Hospitality



E-Commerce



Electricals



TASHEE GROUP OVERVIEW

Established in 2004 and Headquartered in Delhi with business in Real Estate, Hospitality, Entertainment, Care Homes and e-commerce. Tashee Group is Distinguished by focused approach on development of parts of India. With a vision to deliver innovative and quality Solutions.



LEDfy OVERVIEW

LEDfy is part of renowned Tashee Group. We have pan-India presence with our Distributors & Dealer Network who are working with us hand - in - hand to achieve new milestones of success. We are constantly growing in India and Internationally with our channel network. We have vast range of LED Products for Indoor, Outdoor, Architectural and Solar Products. We are constantly adding New Innovative Products with our Research & Development.



OUR VISION

To emerge as one of the finest groups to get associated with following the principles of professionalism ethical values and being accountable for our own actions and decisions. hearts of customers, employees and the society by working cohesively as one to meet commitments.



OUR MISSION

To engross our diverse competencies and perspectives to garner benefits and to imprint a mark in the hearts of customers employees and the society by working cohesively as one to meet commitments and challenges.

MESSAGE FROM **CMD**



Mr. Kashi Nath Shukla
Chairman & Managing Director

Far-sightedness, potentiality to win an opportunity, relentless drive to succeed and tremendous business acumen are the four pillars that drive Tashee Group, which have always kept us at the forefront of business value creation and a sustainable model of growth and achievement ever since our inception in the year 2004

We continuously strive to explore opportunities on our way, set new benchmarks and bring about paradigm change, thus keeping our organization always ahead of the curve. On this run, our customers keep raising the bar and expect us to exceed their expectations, providing us an opportunity to think differently and act differently; to innovate and deliver value-added products and services.

And, this is possible with the help of a professional team. We continue to deliver and excel as our workforce is always focused on helping our customers achieve their goals. Our success is a result of our employees' commitment to stringent delivery standards and determination to deliver the one thing that our customers and investors want most – OUTCOME!

As we are growing we are also foraying into new business ventures, which are bestowing the sense of responsibility in every member of Tashee Group. And, eventually helping to evolve into a stronger and more cohesive group of companies with an even greater focus on performance, competitiveness, value creation and customer-orientation.

“

We continuously strive to explore opportunities on our way, set new benchmarks and bring about paradigm change, thus keeping our organization always ahead of the curve. On this run, our customers keep raising the bar and expect us to exceed their expectations, providing us an opportunity to think differently and act differently; to innovate and deliver value-added products and services.

MESSAGE FROM CEO



Syed Amir Muzaffar
Chief Executive Officer

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LEDfy LED Lights offer a wide range of international quality LED lighting solutions, for varied applications providing effective and energy-efficient lighting in any environment. Their usage ranges from residential and retail, to commercial and industrial applications. LEDfy LED Lights are fully integrated into the systematic structure of the overall product range. This allows lighting designers the freedom to use LED lighting tools and seamlessly combine them with conventional products.

I would like to welcome you to LEDfy family, with this new opportunity.

A smart innovation with a human centric approach in making the world experience the richness of lighting. LEDfy LED lights gives simple and lasting lighting solutions to the user with our blending superior aesthetic sensibilities with deep technological and electronic expertise, advanced technology, energy efficiency and durability-all made in India make LEDfy proud to associate with your lifestyle by complimenting and elevates your living space. Every LED light made by LEDfy LED is crafted to meet global standards. LEDfy LED Lights not only have the right technology, they also perform with ease. They are developed specially to optimize their output, outshining many other lights in the market. LEDfy LED Lights are superior quality products, priced fairly. LEDfy LED Lights offer a wide range of international quality LED lighting solutions, for varied applications providing effective and energy-efficient lighting in any environment. Their usage ranges from residential and retail, to commercial and industrial applications. LEDfy LED Lights are fully integrated into the systematic structure of the overall product range. This allows lighting designers the freedom to use LED lighting tools and seamlessly combine them with conventional products.

Coming from the family of Tashee Group - with business interest in Real Estate, Hospitality, Entertainment, Care Homes, E-commerce spanning over India and Europe and as future unfolds, LEDfy LED will play a pivotal role in shifting lighting-usage from power-hungry conventional and CFL lighting to LEDs-a process, we hope will take the country and our world light years ahead.



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COMPLEMENTARY
SAVINGS

SAFE & COOL

100%
BRIGHTNESS

FLEXIBLE,
MULTI-PURPOSE
DESIGN

ENVIRONMENT
FRIENDLY

HIGH FOCUS
LIGHT

LENGTHY
WORKING
LIFE

HIGH
DURABLE &
NO FILAMENTS

COMPLETELY
WEATHERPROOF
IN ALL
TEMPERATURES

EFFICIENT
ENERGY
USAGE



BENEFITS OF **LED LIGHTS**





MANUFACTURING
FACILITY

MANUFACTURING FACILITY

Home & Office / Outdoor & Industrial / Decorative / Linear >>

MANUFACTURING UNIT



FACILITY VIEW



ASSEMBLY LINE



LAMPS AGING LINE



TESTING LINE



PHOTOMETRY EQUIPMENT





2.

PRODUCT
RANGE

PRODUCT RANGE

Home & Office / Outdoor & Industrial / Decorative / Linear >>

HOME & OFFICE



Bulb



Down Light



Ceiling Panel



Surface Light



Foot Light



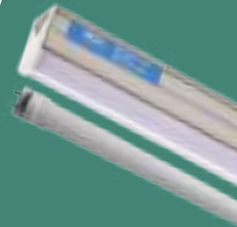
Track Light



COB Light



Strip Light



Tube Light



Wall Light

OUTDOOR & INDUSTRIAL



Bollard Light



Garden Light



Bulkhead Light



Flood Light



Gate Light



Street Light



Under Water
Swimming Light



Foot Light



Surface Spike
Light



Wall Light

PRODUCT RANGE

Home & Office / Outdoor & Industrial / Decorative / Linear >>

DECORATIVE LIGHTS



D7 Mosaic
Table Lamp



D3 Mosaic
Hanging 6"



Decorative
Hanging 13



Wall Light
20 000 W



D2 Mosaic
Chandelier 4LT



Wall Light
16 000 W



Decorative
Hanging 23



Decorative
Hanging 15



Decorative
Hanging 07



Decorative
Hanging 20

ARCHITECTURAL LIGHTS



Leaf Hanging



Trigonal Hanging



Linear Hanging



Linear ECO 35x35



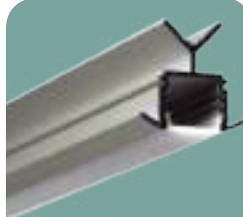
Cloud Hanging



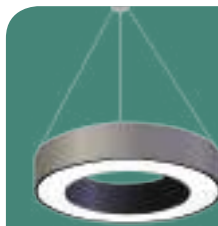
Trio Hanging



Dico Smooth
Hanging



Linear H.Rail/LP



Clara Hanging



Disc Hanging

BRAND OF LED CHIP USED FOR LUMINAIRE



CHANNEL NETWORK



DISTRIBUTOR & DEALER NETWORK

Agra | Allahabad | Ambala | Amritsar | Aurangabad | Bangladesh | Beed | Bhutan
| Dehradun | Delhi | Faridabad | Ghaziabad | Gorakhpur | Gurgaon | Guwahati | Haryana
| Imphal | Jaipur | Kanpur | Karnal | Khatauli | Kolkata | Mahoba | Mathura | Mumbai
| Muzaffarnagar | Noida | Panipat | Pune | Shamli | Varanasi



3.

OUR
PROJECTS

OUR PROJECTS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

PAPRIKA PARK, INDIRAPURAM, U.P.



SPIZE BAR, NOIDA, U.P.



OUR PROJECTS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

IIMT , GREATER NOIDA, U.P.



LA FITNESS GYM, SEC. 18 NOIDA, U.P.



OUR PROJECTS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

ETASHEE SHOWROOM, NOIDA, U.P.



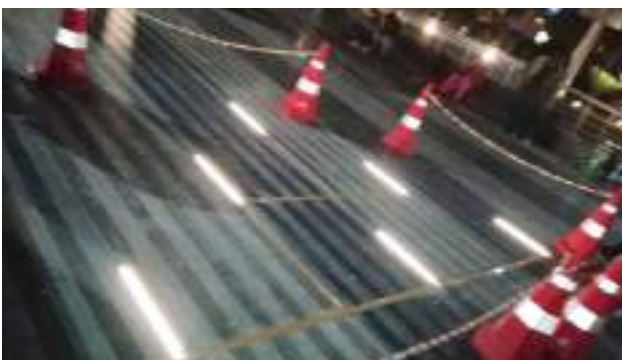
RAUNAK SALON, NEW DELHI



OUR PROJECTS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

AMBIENCE MALL, VASANT KUNJ, DELHI



OUR PROJECTS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

NOIDA STADIUM, NOIDA, SEC. 122, U.P.



OUR PROJECTS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

DREAMCITY NXT-AIPL, AMRITSAR



OUR PROJECTS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

ROYAL NEST, GREATER NOIDA WEST





MARKETING &
PROMOTIONS

MARKETING & PROMOTIONS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

PARAS DISTRIBUTOR MEERUT



I.N. ENTERPRISES LAJPAT NAGAR



MARKETING & PROMOTIONS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

CASDDEAL
AGRA



Home & Office / Outdoor & Industrial / Decorative / Linear >>

EMAILER



DEALER & DISTRIBUTOR SALES SCHEME



MARKETING & PROMOTIONS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

NEWSPAPER ADVERTISMENT

NOIDA



अमर उजाला

Uttar Pradesh:

(Agra, Aligarh, Bareilly, Moradabad, Meerut, Allahabad, Gorakhpur, Jhansi, Kanpur, Lucknow, Varanasi)

Uttarakhand

(Dehradun, Nainital)

Himachal Pradesh | Delhi NCR | Haryana | Punjab | J&K

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*Conditions apply

MARKETING & PROMOTIONS

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THE TIMES OF INDIA



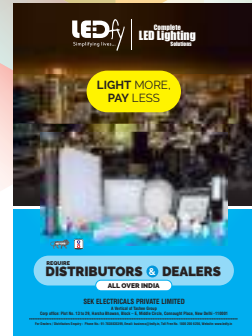
Noida | Greater Noida | Ghaziabad

99 Lighting & Solar



All India

ओपिनियन पोस्ट



All India



Delhi NCR



Gorakhpur, U.P.



Akshardham, New Delhi

CANOPY ACTIVITY



AUTO BRANDING



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POP PROMOTION MATERIAL



MARKETING & PROMOTIONS

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NAREDCO

13TH NATIONAL CONVENTION AND SCROLL OF HONOR 2016
TAJ HOTEL, NEW DELHI



LIGHT INDIA 2016

PRAGATI MAIDAN, NEW DELHI



MARKETING & PROMOTIONS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

DEALER BOARD, GORAKHPUR (U.P.)



MARKETING & PROMOTIONS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

DEALER BOARD, VARANASI (U.P.)



MARKETING & PROMOTIONS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

ELECTRICIAN MEET, GORAKHPUR (U.P)



ELECTRICIAN MEET, AGRA (U.P)



MARKETING & PROMOTIONS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

KECMA PLATINUM JUBILEE EXPO

KANPUR ELECTRIC CONTRACTORS & MERCHANTS WELFARE ASSOCIATION



LEDfy PLATINUM SPONSOR, AN EVENT ORGANIZED BY BIHAR POSITIVE



MARKETING & PROMOTIONS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

LEDfy EXCLUSIVE STORE, BHAGIRATH PALACE



WINNER OF DISTRIBUTOR SCHEME



ASSOCIATED PARTNER IN INDIA REALITY CONGRESS 2017



JCI MIDTOWN EVENT POWERED BY LEDfy GORAKHPUR



MARKETING & PROMOTIONS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

NOIDA SHOWROOM

SECTOR - 58, NOIDA (U.P)

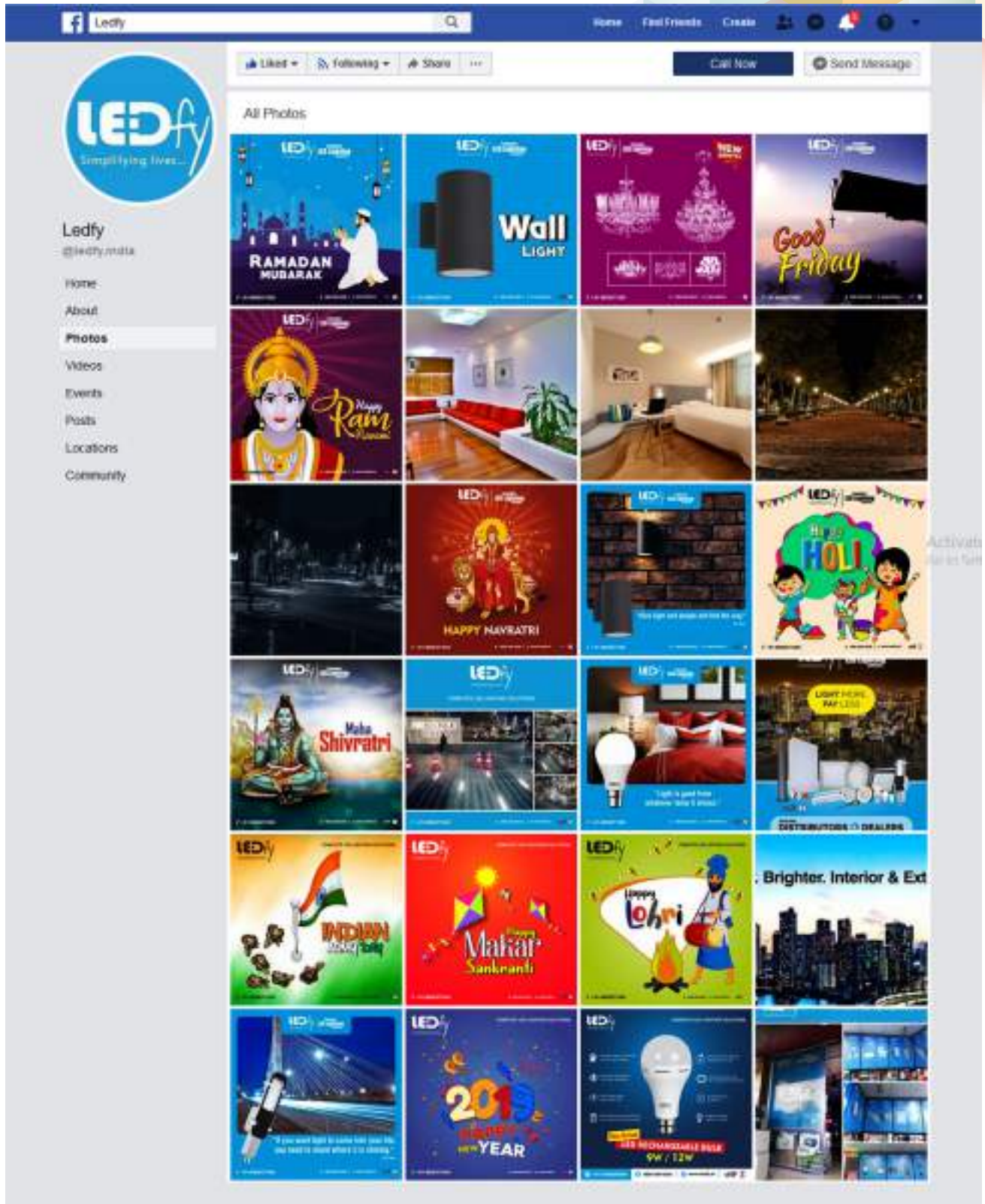


MARKETING & PROMOTIONS

Home & Office / Outdoor & Industrial / Decorative / Linear >>



FACEBOOK
ONLINE PROMOTIONS



MARKETING & PROMOTIONS

Home & Office / Outdoor & Industrial / Decorative / Linear >>



TWITTER ONLINE PROMOTIONS



LINKEDIN ONLINE PROMOTIONS



LIGHTING SOLUTIONS AND SERVICES AND SERVICES



Onsite Survey /
Energy Audit



Turnkey Project
Execution



ESCO Based Saving
& Sharing Solution

USP



Customized Product Range



Made in India



Value for Money



Certified Graded Services



5.

ACHIEVEMENTS &
CERTIFICATIONS

ACHIEVEMENT & CERTIFICATIONS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

BEST STARTUP AWARD

FROM SHRI RAM VILAS PASWAN
(HON. UNION MINISTER GOVT. OF INDIA)



KECM AWARD

FROM SHRI. RAM NAYAK
(HON. GOVERNOR UTTAR PRADESH)



LED EXPO AWARD PARTICIPATION AWARD



CCL SEASON 8

AWARD OF HONOR
SMASHTRESS SPORTS &
STRESS MANAGEMENT INDIA PVT. LTD.



BNI AWARD

BEST 30 SECONDS AWARD



ACHIEVEMENT & CERTIFICATIONS

Home & Office / Outdoor & Industrial / Decorative / Linear >>

CERTIFICATE OF REGISTRATION



CERTIFICATE OF COMPLIANCE



ESCO GRADING



CERTIFICATE OF NSIC GOVERNMENT PURCHASE ENLISTMENT



CERTIFICATE OF NSIC STORE DETAILS



BIS CERTIFICATION



ISO CERTIFICATION



CLIENTELE

Home & Office / Outdoor & Industrial / Decorative / Linear >>

CLIENTELE

LARGE CORPORATES



GOVERNMENT INSTITUTIONAL & PSU's



SMALL & MEDIUM ENTERPRISES



TESTIMONIAL

Home & Office / Outdoor & Industrial / Decorative / Linear >>

TESTIMONIAL



Karan Thapar

Chairman, Infotainment Television (ITV)

Thank you very much for all your help. I am deeply grateful for the extent to which you went to provide me with the right bulbs and to ensure that we had the correct power for the different light fittings and lamps that I have at my home. I was deeply impressed by your thoughtfulness and consideration.

Many thanks indeed.



Abhimanyu Aggarwal

Owner, Spize kitchen & Bar

I specially want to thank you for providing us your expert advice for choosing the correct lightings for my restaurant. You and your team has diligently taken into consideration our needs and preference, which is what I really appreciate. The customisation and the fittings done are excellent. I am glad that I choose Tashee Group for the same.



Sudipto Mukherjee

Director at Vedant Technologies

I would like to complement you and your team for giving me your valuable inputs for the lightings of my new apartment at Sector - 137, Noida. Your valuable suggestions really helped to select the correct type of lightings for various rooms of my apartment.

I sincerely appreciate the time taken by you to first survey the site personally and then only recommending the lights and subsequently sending over the samples for my personal views, before selling the goods- which in overall indicates a very professional approach towards marketing a technical product - like lighting. Many of my guests, who visited my places since I moved in there, were quite impressed by the quality and pattern of the lightings, and complimented me for the tasteful selections, particularly of the Drawing-cum- Dining Hall. A true credential of all this actually goes to you.

Once again my deep hearted thanks for all your co-operations.



SEK ELECTRICALS PRIVATE LIMITED

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