

Signify Launches Philips Aura Floodlight, Making Functional Brilliance Meet Festive Elegance

Category: Business

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- A first-of-its-kind decorative professional floodlight for India's cultural and festive landscape
- Introducing six distinctive designs – Swastik, Kalash, Diya, Plain Plate, Cool White without plate, and Neutral White without plate as well as customizable
- Priced at IND 2,499/- across all variants, offering

premium festive lighting with professional-grade performance

Signify (Euronext: LIGHT), the world leader in lighting, today announced the launch of the **Philips Aura Floodlight**, a market-first innovation that blends professional-grade illumination with cultural and festive aesthetics. Unlike conventional outdoor lighting that often disrupts architectural aesthetics, the Philips Aura Floodlight offers '**Decor by Day & Lighting Excellence by Night**' elegantly complementing building exteriors during daylight hours while providing brilliant illumination after dark. Designed specifically for India's vibrant public celebrations, religious gatherings, and outdoor events, the Philips Aura Floodlight offers an installation ready decorative lighting solution that eliminates the need for makeshift setups.



Philips Aura Floodlight

With its reliable 50W LED power, the Philips Aura Floodlight is perfect for bright and efficient illumination, as well as decorative adaptability by day, making it ideal for Mandirs, Pooja Pandals, cultural installations, municipal festivals, and outdoor event spaces. The product is available in multiple designs featuring iconic Indian festive motifs such as *Swastik*, *Kalash*, and *Diya*, as well as a *customizable plain plate* option for year-round use.



Philips Aura Floodlight- Swastik

Girish K Chawla, Head of Professional Business, Signify, Greater India said, “*The Philips Aura Floodlight has been designed with a deep understanding of India’s cultural and*

festive lighting needs. Its distinctive border-lit design delivers a precise, uniform glow, creating a beautiful circular wash while minimizing glare, making it ideal for highlighting the heart of any celebration. By night, the glowing outer ring transforms every installation into a striking visual statement. This launch reinforces our commitment to delivering innovative lighting solutions that resonate with our customers' traditions while meeting modern performance standards."

From Diwali to Navratri, from temple courtyards to community fairs, the Phillips Aura Floodlight is tailored for India's unique cultural landscape. It addresses the long-standing challenge faced by event organizers and contractors who rely on makeshift combinations of plain floodlights and separate decorative elements, offering instead a single, installation-ready, professional-grade solution. The product is available in Cool White (6500K) and Neutral White (4000K) color temperatures, with an MRP of IND 2,499/- across all variants.

The **Philips Aura Floodlight** will be available from **12th September 2025** across India.

Description	Remarks	Use Case	MRP(IND)
AURA Flood (50w) CW KL	LED 6500K CCT, Cool White, KALAS Deco Plate	Ideal for Ganesh Chaturthi, Navratri, Diwali, and auspicious event setups	2,499

AURA Flood (50w) CW DY	LED 6500K CCT, Cool White, Diya Deco Plate	Best suited for Diwali installations, Spiritual Gatherings, and Community Celebrations	2,499
AURA Flood (50w) CW	LED 6500K CCT, Cool White, Swastik Deco Plate	Perfect for Pooja Pandals, Temple Events, Housewarming Ceremonies	2,499

Description	Remarks	Use Case	MRP (IND)
SW		Temple Events, Housewarming Ceremonies	
AURA Flood (50w) CW PL	LED 6500K CCT, Plain Deco Plate	All outdoor purposes, commercial, garden areas & residential	2,499
AURA Flood (50w) CW WD	LED 6500K CCT, Cool White without Deco Plate	All outdoor purposes, commercial, garden areas & residential	2,499
AURA Flood (50w) NW WD1	LED 4000K CCT, Neutral White, Integrated Power Plug Cable without Deco Plate	All outdoor purposes, commercial, garden areas & residential	2,499

The Philips Aura Floodlight is purpose-built to meet the dual needs of daytime decorative appeal and nighttime functional brilliance. It operates on an input voltage of 120–270V AC and delivers a lumen output of 5000 lm. The fixture offers a high color rendering index (CRI) of 80, along with 4KV surge protection for enhanced durability. With an IP65 rating, it is resistant to dust and water, making it suitable for outdoor installations. The product is also IK07 – Impact resistant and comes in compact dimensions of 218 x 218 x 65 mm and plate size of 96 x 96 mm ensure ease of installation, while its grey body with a polycarbonate diffuser provides a sleek, modern look and **can also be customized with logos.**

With the launch of the **Philips Aura Floodlight**, **Signify** reinforces its commitment to creating innovative, culturally relevant, and energy-efficient lighting solutions that enhance both functionality and aesthetics. By addressing the unique needs of India's festive and cultural spaces, this product not only sets a new benchmark in professional decorative lighting but also strengthens Signify's vision of **#BrighterLivesBetterWorld**.

For further information, please contact:

Prachi Kaushik – prachi.kaushik@signify.com

Manish Trivedi- manish.trivedi@bursonglobal.com

About Signify

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals, consumers, and the Internet of Things. Our [Philips](#) products, Interact systems and data-enabled services deliver business value and transform life in homes, buildings and public spaces. In 2024, we had sales of EUR 6.1 billion, approximately 29,000 employees and a presence in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We have been in the Dow Jones Sustainability World Index since our IPO for eight consecutive years and have achieved the EcoVadis Platinum rating for five consecutive years, placing Signify in the top one percent of companies assessed. News from Signify can be found in the Newsroom, on [X](#), [LinkedIn](#) and [Instagram](#). Information for investors is located on the Investor Relations page.

