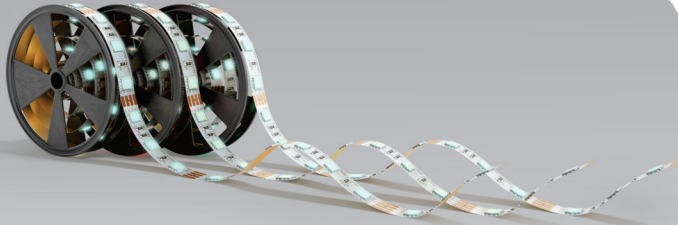


# IRO

LED

PRODUCT CATALOG  
2021



**ILLUMINATION**

**BEYOND ORDINARY**



**MADE IN  
INDIA**

**3  
YEAR  
WARRANTY**



# LEGACY

**IRO**, began life in Pune as a channel partner to evolve from the distribution legacy of 22 years for marquee brands in the electrical, lighting & mobile telephony space.

Distribution business, added to the in-depth knowledge of the consumer psyche, which eventually led to a unique realisation. Realization, which is not completely new but we now had empirical evidence of.

- First is, consumers choose performance before price.
- Second is, product should be superior than peers.
- Third is, innovation.

Finally, answering the clarion call to Make In India, boosted our aspirations to set up local manufacturing, rather than procure as imports.

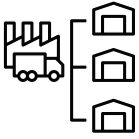
We saw value in what has not existed yet, value for money. We believe to cater to the consumer aspirations rather than market segment.

This is how we envision IRO, **BEYOND ORDINARY.**



# IRO

## A COMPELLING STORY



### FACTORY TO MERCHANT, NO INTERMEDIARIES

Better pricing for quality, delivered by your preferred retail partner.

**NOT JUST BRAND RAW MATERIALS**  
We understand, things within things, meticulous planning  
of what goes inside our raw materials.



### MADE IN INDIA, PROUDLY

Challenging the status quo of imported procurement, participating in the India story.

### EXCLUSIVITY

Our in-depth study is helping us create products only available with us.  
Coming soon with a special color, just a glimpse of our capabilities!



### QUALITY CONTROL

Developed by industry experts with decades of experience.  
Emphasis on robust systems & not cut-paste manufacturing.

### BEST PRACTICES

Aiming for six sigma manufacturing practices, would arrive there soon.  
Quickest since start-up within the industry.



### SEAMLESS SUPPLY CHAIN

No supply chain hassles, readily available SKUs.  
Any product 48 hours delivery, period!

**CRI**  
**HD**

HIGH DEFINITION  
CRI > 80

**22** **29**  
5050 2835

HIGHEST  
LUMENS

**120°**  
VIEWING ANGLE

CUTTABLE AFTER  
EVERY 3 LED

0.3MM  
THERMAL TAPE

3 BIN CHIP  
HIGHER CONSISTENCY

**HQ**  
ULTRA FLEXIBLE  
DOUBLE LAYERED PCB

# FEATURES

# BEYOND ORDINARY





# PRODUCT FAMILY



Single Color LED strip for indoor application, IP20.



Multi-Spectrum LED strip to play with colors.

*Discover*

Avant Gardé LED strip for speciality applications.







# ORIGIN

SUITABLE FOR ACCENT + COVES

- WHITE 600K
- NATURAL WHITE 400K
- WARM WHITE 300K
- GOLD 570NM
- ORANGE 600NM
- RED 600NM
- PINK 590NM
- PURPLE 450NM
- BLUE 470NM
- ICE-BLUE 480NM
- GREEN 525NM
- COMING SOON

Model Code	IL14ID283560XX	IL16ID2835120XX	IL14ID505060XX
LED Dimension	2835	2835	5050
LEDs / Meter	60	120	60
LED Voltage	2.9 - 3.1 V	2.9 - 3.1 V	3.0 - 3.2 V
CRI	80	80	80
PCB Size	8 mm	10 mm 5 mm coming soon	10 mm
Copper Thickness	2 Oz	2 Oz	3 Oz
Lumens / Meter	1680*	1848*	1524*
Power / Meter	14 W	16 W	14 W
Ingress Rating	20	20	20
Driver Specs (5 Meter)	5 Amp 12 V	6.5 Amp 12 V	5 Amp 12 V
MRP (Inclusive of Taxes.)	₹ 709	₹ 1019	₹ 1019

\*under test condition

**IRO**<sup>®</sup>  
LED BEYOND ORDINARY

**PLAY**<sup>™</sup>

**MULTI-SPECTRUM LED STRIP**  
3 25000  
hours life



3

hours

life





# PLAY

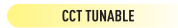
PLAY WITH 16 MILLION COLORS



RGB



RGB+CCT



CCT TUNABLE

Model Code	IL14ID505060RGB	IL14ID505060RGB5	IL16ID2835120TW
LED Dimension	5050	5050	2835
LEDs / Meter	60	60	120
LED Voltage	3.0 - 3.2 V	3.0 - 3.2 V	2.9 - 3.1 V
CRI	80	80	80
PCB Size	10 mm	12 mm	12 mm
Copper Thickness	3 Oz	3 Oz	3 Oz
Wavelength (λ NM)	R-625, G-515, B-465	R-625, G-515, B-465 6500 K - 2700 K	6500 K - 2700 K
Power / Meter	14 W	14 W	16 W
Ingress Rating	20	20	20
Driver Specs (5 Meter)	5 Amp 12 V	5 Amp 24 V	5 Amp 24 V
MRP (Inclusive of Taxes.)	₹ 1329	Coming Soon	Coming Soon

**IRO**  
LED BEYOND ORDINARY

*Discover*

22 29  
mm  
HIGHLIGHT  
LUMENS

3  
YEARS  
WARRANTY

25000  
HOURS

GREEN  
ANALOG

**IRO**  
LED BEYOND ORDINARY

*Discover*

25000  
HOURS

GREEN  
ANALOG

**IRO**  
LED BEYOND ORDINARY

*Discover*

22 29  
mm  
HIGHLIGHT  
LUMENS

3  
YEARS  
WARRANTY

25000  
HOURS

GREEN  
ANALOG

*Discover*

22 29  
mm  
HIGHLIGHT  
LUMENS

3  
YEARS  
WARRANTY

25000  
HOURS

GREEN  
ANALOG



# DISCOVER

Suitable with profiles + linear luminaires

- WHITE 6000K
- NATURAL WHITE 4000K
- WARM WHITE 3000K
- GOLD 570NM
- ORANGE 600NM
- RED 600NM
- PINK 590NM
- PURPLE 450NM
- BLUE 470NM
- ICE-BLUE 480NM
- GREEN 525NM
- COMING SOON

Model Code	IL17ID2835180XX	IL19ID2835240XX
LED Dimension	2835	2835
LEDs / Meter	180	240
LED Voltage	2.9 - 3.1 V	2.9 - 3.1 V
CRI	80	80
PCB Size	10 mm	10 mm
Copper Thickness	3 Oz	3 Oz
Lumens / Meter	2168*	2352*
Power / Meter	17 W	19 W
Ingress Rating	20	20
Driver Specs (5 Meter)	8.33 Amp 12 V	10 Amp 12 V
MRP (Inclusive of Taxes.)	₹ 1539	₹ 2049

\*under test condition

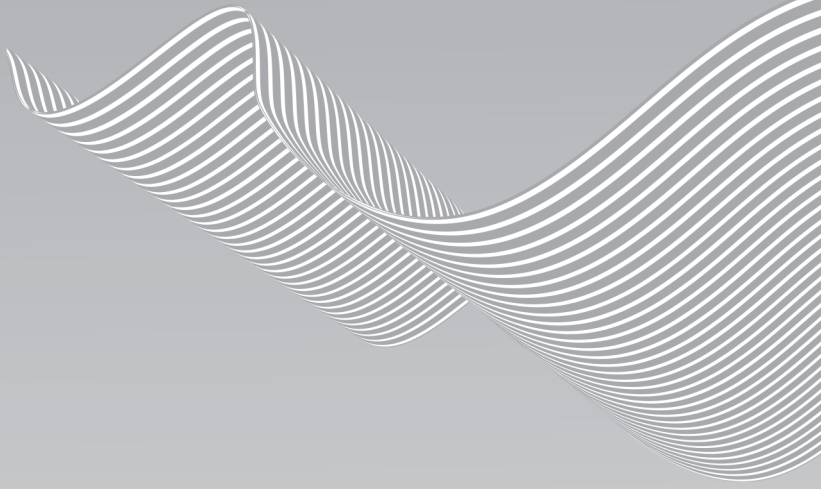
COMING SOON

**S**  **U** **R** **C** **E**

**POWER SUPPLY & CONTROLLERS**



**IP GRADE LED STRIP**



**LEARN MORE/BUY**

DEVENDRA

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VARUN

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NIMANSHU

+ 91 86699 66088

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