

# Signify Inaugurates the First Exclusive WiZ Store in Pune

Category: Business

written by International Khabar | May 26, 2025



Bringing the best of connected technologies to India, **Signify**, the world leader in lighting, has launched its first exclusive WiZ Store in Pune, this marks a significant milestone in the brand's expansion across the nation. With this launch, Signify redefines how consumers experience lighting by offering a fully connected, customizable, and intuitive smart lighting journey.



## **C Arun Kumar, Head of Consumer Business – Signify Greater India, inaugurates the First WiZ store in Pune**

Located in one of India's most rapidly growing IT and [real estate](#) hubs-the WiZ Store is designed to resonate with the city's young, tech-savvy, and innovative audience. The store will showcase Philips Smart LED products powered by WiZ, enabling users to control lighting through apps, voice assistants, and smart switches. The store offers a hands-on experience of how smart lighting can seamlessly blend into modern lifestyles. The store features a vast selection of connected SKUs, offering a holistic shopping experience to customers.



### **Signify inaugurates the first exclusive WiZ store in Pune**

Commenting on the power packed launch **C Arun Kumar, Head of Consumer [Business](#) – Signify Greater India**, said, “The launch of our WiZ Store in Pune reflects our deep commitment to shaping the future of smart homes in India. Pune, with its thriving innovation ecosystem and forward-thinking consumers was a natural choice to introduce our most immersive connected lighting experience yet.

*Through the WiZ platform, we are empowering people to personalize their spaces with intuitive lighting that's not only functional but enhances their lifestyle and well-being.*

*This store isn't just a retail space, it's a live experience centre that showcases how technology and design can work together to transform everyday living. Looking ahead, we see immense potential for smart lighting across India's rapidly urbanizing cities and our commitment is to support the growth by delivering innovative, connected solutions that enhance comfort, design, and sustainability."*

The launch of the WiZ Store in Pune cements Signify's leadership in India's smartâlighting market. Leveraging the expertise in connected lighting, ongoing product innovation, and strategic collaborations with channel partners and design professionals, Signify is committed to delivering innovative, userâcentric lighting solutions that meet the evolving needs of Indian homes and businesses.

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## **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.

