

# Lighting the Future:

## How Hybec is Redefining India's Architectural Illumination



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In a country where tradition and modernity intertwine, lighting has evolved into more than a utility—it has become an integral part of spatial experience and design language. At the forefront of this transformation is Hybec, a brand that has reshaped India's architectural lighting landscape with innovation, vision, and precision.

From humble beginnings as a family-run electrical retail business, Hybec has grown into a nationally respected name in lighting. At the helm of this transformation is Mr. Jitendra Manshani, who, along with his two brothers, has played a key role in steering the company toward technological excellence and design-led growth.

### **A Defining Shift: From CFL to LED**

One of the most pivotal moments in Hybec's journey came in 2006 with the transition from CFL to LED lighting. This move marked a turning point for the company—ushering in a new era of sustainability and performance. However, the shift came with significant challenges, including

substantial R&D investments, restructuring of the supply chain, and market re-education.

While CFLs had already delivered a major leap in energy efficiency—consuming 80% less energy than traditional incandescent bulbs—LEDs elevated the sustainability quotient further, offering longer lifespans, reduced carbon emissions, and unmatched efficiency. This strategic transition not only expanded Hybec's product capabilities but also solidified its position as a technology-driven market leader with a forward-looking approach.

### **Illuminating India: From Homes to Hospitality**

Hybec's reach today spans residential homes, luxury hotels, commercial buildings, retail environments, and public spaces, with over 50,000 completed projects across India. Whether enhancing the warmth of a living room, crafting ambiance in a five-star resort, or delivering high-performance lighting for offices and events, Hybec tailors its solutions to the unique



demands of each environment.

In the hospitality industry, Hybec's offerings are curated to elevate the guest experience across indoor and outdoor settings. From COBs, downlights, track lighting, and task lights designed for guest rooms, to outdoor façade and landscape lighting that accentuate architectural beauty, every solution balances aesthetics with function. These systems are automation-ready, integrating seamlessly into smart infrastructure for efficiency and design harmony.

Lighting is treated as a visual language highlighting textures, drawing attention to architectural features, and crafting layered ambiance through dimmable and directional systems. This enhances not just the interiors but the emotional connection guests feel with the space. Hybec also supports event-ready environments through customizable, water-resistant, and mood-adaptable lighting, offering flexibility for hoteliers to transition seamlessly between daily operations and special occasions.

### **An Expansive Portfolio: Designed for Today, Inspired by Tomorrow**

Hybec's product portfolio in the luxury lighting space is a testament to its commitment to innovation, quality, and craftsmanship. With a focus on cutting-edge technology, superior durability, and timeless design, Hybec's offerings are crafted to meet the dynamic needs of modern architecture while anticipating future demands.

The brand's lighting series is anchored by a strong philosophy: designed for today while thinking about tomorrow. Every product is the result of carefully selected raw materials, advanced LED technologies, and expert craftsmanship. The expansive portfolio includes over 1,000 selections across indoor and outdoor luminaires, thoughtfully categorized under three distinctive series: Hybec Pro, Elite, and Eco-Brite.

- The Hybec Pro Series, inspired by the intersection of architecture and technology, redefines minimalism with hidden light sources and visually striking illusions. Created for both indoor and outdoor architectural applications, it offers versatile solutions where aesthetic and performance meet.
- The Elite and Eco-Brite Series bring together advanced LED efficiency with innovative design and affordability. These collections offer one of the largest selections of eco-friendly and economically viable lighting solutions for diverse spaces, without compromising on design or illumination quality.

This product philosophy—where artistic design, technological innovation, and sustainability coexist—has made Hybec a preferred choice for architects, designers, and developers seeking luxury lighting with long-term value.

### **Innovation, Sustainability, and the Road Ahead**

Hybec continues to lead with smart, sustainable innovations, including automation-compatible fixtures, remote-controlled lighting systems, and tunable colour temperature technology that adapts to the mood and purpose of a space throughout the day.

Looking forward, the brand is deepening its collaborations with leading designers to co-create bespoke lighting concepts for luxury spaces. Simultaneously, it aims to expand its hospitality offerings, broaden its product range, and continue making sustainability a core pillar of its growth strategy.

With visionary leadership, a strong legacy of innovation, and a relentless pursuit of design excellence, Hybec isn't just lighting spaces—it's shaping the very future of how India experiences light.

