Proposed brand architecture

GROUP	BLITZ
BRAND PILLARS	Lighting & Accessories
CATEGORY	CORE LIGHTING SOLUTIONS DECORATIVE ESSENTIAL LIGHTING
LIGHT SOURCE	BULB
SUB SERIES	DOWNLIGHT
SKU	TUBELIGHT
	HOUSEHOLD & INDUSTRIAL LIGHTING & ACCESSORIES
	TRACKLIGHT
	SPOTLIGHT
	STRIPLIGHT
	SMART LIGHT
	DECORATIVE BULB
	OUTDOOR AND VARIOUS SPOT LIGHTING
	WALL LIGHT
	STEP LIGHT
	CHANDELIER
	GARDEN LIGHT
	STREET LIGHT
	SOLAR LIGHT
	HOUSEHOLD & ELECTRICAL
	SWITCHES & SOCKETS
	FITTINGS
	ADAPTER
	PLUGS
	ACCESSORIES
	AUTOMOTIVE
	VALUE
	MODULES
	HOLDER/LAMP FIXTURE
	ACCESSORIES
	CAPSULE BULB

SKU	Product Name
9W BULB	9W BULB Single
12W BULB	12W BULB Single
15W BULB	15W BULB Single
18W BULB	18W BULB Single
20W BULB	20W BULB Single
9W BULB Pack of 2	9W BULB Pack of 2
12W BULB Pack of 2	12W BULB Pack of 2
15W BULB Pack of 2	15W BULB Pack of 2
18W BULB Pack of 2	18W BULB Pack of 2
20W BULB Pack of 2	20W BULB Pack of 2
9W BULB Pack of 3	9W BULB Pack of 3
12W BULB Pack of 3	12W BULB Pack of 3
15W BULB Pack of 3	15W BULB Pack of 3
18W BULB Pack of 3	18W BULB Pack of 3
20W BULB Pack of 3	20W BULB Pack of 3
9W BULB Pack of 4	9W BULB Pack of 4
12W BULB Pack of 4	12W BULB Pack of 4
15W BULB Pack of 4	15W BULB Pack of 4
18W BULB Pack of 4	18W BULB Pack of 4
20W BULB Pack of 4	20W BULB Pack of 4
9W BULB Pack of 5	9W BULB Pack of 5
12W BULB Pack of 5	12W BULB Pack of 5
15W BULB Pack of 5	15W BULB Pack of 5
18W BULB Pack of 5	18W BULB Pack of 5
20W BULB Pack of 5	20W BULB Pack of 5
9W BULB Pack of 6	9W BULB Pack of 6
12W BULB Pack of 6	12W BULB Pack of 6
15W BULB Pack of 6	15W BULB Pack of 6
18W BULB Pack of 6	18W BULB Pack of 6
20W BULB Pack of 6	20W BULB Pack of 6
9W BULB Pack of 7	9W BULB Pack of 7
12W BULB Pack of 7	12W BULB Pack of 7
15W BULB Pack of 7	15W BULB Pack of 7
18W BULB Pack of 7	18W BULB Pack of 7
20W BULB Pack of 7	20W BULB Pack of 7
9W BULB Pack of 8	9W BULB Pack of 8
12W BULB Pack of 8	12W BULB Pack of 8
15W BULB Pack of 8	15W BULB Pack of 8
18W BULB Pack of 8	18W BULB Pack of 8
20W BULB Pack of 8	20W BULB Pack of 8
9W BULB Pack of 9	9W BULB Pack of 9
12W BULB Pack of 9	12W BULB Pack of 9
15W BULB Pack of 9	15W BULB Pack of 9
18W BULB Pack of 9	18W BULB Pack of 9
20W BULB Pack of 9	20W BULB Pack of 9
9W BULB Pack of 10	9W BULB Pack of 10
12W BULB Pack of 10	12W BULB Pack of 10
15W BULB Pack of 10	15W BULB Pack of 10
18W BULB Pack of 10	18W BULB Pack of 10
20W BULB Pack of 10	20W BULB Pack of 10
9W BULB Pack of 11	9W BULB Pack of 11
12W BULB Pack of 11	12W BULB Pack of 11
15W BULB Pack of 11	15W BULB Pack of 11
18W BULB Pack of 11	18W BULB Pack of 11
20W BULB Pack of 11	20W BULB Pack of 11
9W BULB Pack of 12	9W BULB Pack of 12
12W BULB Pack of 12	12W BULB Pack of 12
15W BULB Pack of 12	15W BULB Pack of 12
18W BULB Pack of 12	18W BULB Pack of 12
20W BULB Pack of 12	20W BULB Pack of 12
9W BULB Pack of 13	9W BULB Pack of 13
12W BULB Pack of 13	12W BULB Pack of 13
15W BULB Pack of 13	15W BULB Pack of 13
18W BULB Pack of 13	18W BULB Pack of 13
20W BULB Pack of 13	20W BULB Pack of 13
9W BULB Pack of 14	9W BULB Pack of 14
12W BULB Pack of 14	12W BULB Pack of 14
15W BULB Pack of 14	15W BULB Pack of 14
18W BULB Pack of 14	18W BULB Pack of 14
20W BULB Pack of 14	20W BULB Pack of 14
9W BULB Pack of 15	9W BULB Pack of 15
12W BULB Pack of 15	12W BULB Pack of 15
15W BULB Pack of 15	15W BULB Pack of 15
18W BULB Pack of 15	18W BULB Pack of 15
20W BULB Pack of 15	20W BULB Pack of 15
9W BULB Pack of 16	9W BULB Pack of 16
12W BULB Pack of 16	12W BULB Pack of 16
15W BULB Pack of 16	15W BULB Pack of 16
18W BULB Pack of 16	18W BULB Pack of 16
20W BULB Pack of 16	20W BULB Pack of 16
9W BULB Pack of 17	9W BULB Pack of 17
12W BULB Pack of 17	12W BULB Pack of 17
15W BULB Pack of 17	15W BULB Pack of 17
18W BULB Pack of 17	18W BULB Pack of 17
20W BULB Pack of 17	20W BULB Pack of 17
9W BULB Pack of 18	9W BULB Pack of 18
12W BULB Pack of 18	12W BULB Pack of 18
15W BULB Pack of 18	15W BULB Pack of 18
18W BULB Pack of 18	18W BULB Pack of 18
20W BULB Pack of 18	20W BULB Pack of 18
9W BULB Pack of 19	9W BULB Pack of 19
12W BULB Pack of 19	12W BULB Pack of 19
15W BULB Pack of 19	15W BULB Pack of 19
18W BULB Pack of 19	18W BULB Pack of 19
20W BULB Pack of 19	20W BULB Pack of 19
9W BULB Pack of 20	9W BULB Pack of 20
12W BULB Pack of 20	12W BULB Pack of 20
15W BULB Pack of 20	15W BULB Pack of 20
18W BULB Pack of 20	18W BULB Pack of 20
20W BULB Pack of 20	20W BULB Pack of 20