Philips have urged the Indian government to adopt mandatory technical standards for LED devices used in government-incentivised lighting upgrade programs. Speaking at the launch of Philips Hue variable-colour LED bulbs in India, Philips South Asia CEO Harsh Citale said the Indian government should make manufacturing standards for LED lights mandatory for the Prakash Path Yojana (PPY) initiative in India: "LED lighting products that do not meet standards could give the energy efficiency program a [bad] reputation...we are working as an industry with the government to say, please don't just make standards, make them mandatory." He reminded the industry about the failure of previous CFL incentives in India, when compact fluorescent lamps flooded the market in response to a government drive to upgrade from inefficient incandescents. But the program was halted two years later, on account of poor product quality.

Citale pointed out “in CFL when standards were made mandatory, low quality imports stopped. We believe [the] same will happen; when [standards] are made mandatory, those who have not designed products for India will not be able to comply and low quality imports will stop”.

The government is set to roll out a nationwide LED streetlight upgrade project in 100 cities by this coming March; Philips have an active role in the Prakash Path Program and are one of the project's main suppliers. Citale said "One of the largest procurements that government has done for Prakash Path, 5 million LED lights" were sourced through Philips.