

MEDIA

Campaign India Team | 2 hours ago

Orient Electric assigns media mandate to Lodestar UM

Account won post a multi-agency pitch



A screenshot of a Orient Electric film from 2014

CK Birla Group's Orient Electric has appointed Lodestar UM as its media agency. The account was won post a multi-agency pitch.

Lodestar UM's Delhi office will handle the business.

Anshuman Chakravarty, head - brand and corporate communications, Orient Electric, said, "Lodestar UM's primary consumer interaction coupled with their media recommendations presented us with a fresh perspective of creating innovative solutions which are rooted in strong audience, cultural and technological insights. Through this intense media agency selection process Lodestar UM never ceased to excite us with their willingness to learn about the category, getting into the market to un-earth the current ground level situation and using this as a platform to deliver insights for designing our strategies."

He added, "Our ambition is to make Orient Electric the 'most admired and respected' consumer electrical company in our peer group. We have very high level of expectations as well as confidence in Lodestar UM to

and me too media activities."

Orient Electric's range consists of fans, lighting, switchgears and other home appliances.