

## PRESS RELEASE

### **Cutting edge fan designs by National Institute of Design students create stir at the first Orient Electric Design Award**

*Awards offer pre-placement opportunities to winners and cash prize worth 1 lakh*

**New Delhi, March 10, 2015:** Driven by pursuit of design excellence that has been the hallmark of Orient Electric, the company partnered with the National Institute of Design (NID) to start the 'Orient Electric Design Awards'. The awards aim to be a melting pot of out of the box concepts and design ideas for new age fans that propel into unexplored consumer segments, improve efficiency and redefine performance parameters. Innovative designs crafted with aesthetic precision have been one of the driving forces that created Orient Electric's strong legacy of over 60 years in the Indian market as the country's largest manufacturer and exporter of fans.

Drawing inspiration from its brand vision of 'Switch to Smart', Orient Electric in association with NID created a platform that saw the participation of over 65 students from the three campuses of NID Ahmedabad, Gandhinagar and Bangalore. The Award aims to recognize and reward Indian talent and showcase smart designs and concepts in air delivery systems. An eminent jury comprising of leading Industrial **Designer Bikram Mittra, renowned Design Consultant Vinod Gupta and Founder of OD Alternatives** sifted through a heady mix of entries that stood the test of ingenuity in the Campus round and made it to the National round. Shirang Powar of Team Clove from NID Ahmedabad bagged the "Best Design" award. The award for the "The most innovative Design" went to Kiran Ravindran of Team Kiran, also from NID Ahmedabad. The winners of the national round were given a cash prize of rupees fifty thousand each while the winners of the campus round were given direct pre-placement interviews at C K Birla Group companies.

**Mr. Anshuman Chakravarty, Head Brand & Corporate Communication Orient Electric** said, *"In our effort to offer superior lifestyle solutions that make their world safer, easier and creatively inspiring, we are thrilled to partner with budding product designers in this joint initiative with NID. The effervescence and ingenuity that underscored the ideas we saw at Orient Electric Design Awards will help us to not only recognize Indian talent but also create smarter products aligned with the needs of the smart next-generation upgrading their quality of life."*

#### **About Orient Electric**

Orient Electric is part of USD 1.6 billion diversified CK Birla Group. Orient has been a household name in the Indian fan Industry for over 60 years. With its state-of-the-art manufacturing facilities in India and operations spanning over 30 countries in Asia and Africa, the brand has earned the trust of millions of customers worldwide by providing high-quality, innovative products. With its existing strengths of performance, reliability and innovation, the brand has expanded into the lifestyle product segments which include lighting and home appliances besides fans. Orient Electric is now a one-stop shop for lifestyle home solutions.

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