

Orient Electric opens its exclusive store at Faridabad

Faridabad. Continuing with its efforts to create a one stop shop for its consumers, Orient Electric, part of the diversified Indian conglomerate, CK Birla group, today unveiled its exclusive store, housing Orient Electric's range of home electrical products at Faridabad. The shop will provide an opportunity for the consumers to 'see, touch and feel' a diverse range of products in Lighting, Fans, Home & Kitchen Appliances and Switchgears. Rakesh Khanna, Chief Executive Officer, Orient Electric said " Today's consumer is smart, focused and demanding and offering them best-in-the-class home solutions under one roof is our aim going forward. Our brand promise is to provide smart and innovative products which delight our consumers. Thus there is a need to create more engagements points wherein our customers can see and experience our range of new, innovative and delightful products. Our trade partners have been the reason for our success and in making Orient a leading brand. This exclusive store is another example wherein our trade partners are leading this initiative to create an enchanting shopping experience for the customers. Learning's from this store will help us to align our plans for the future." Speaking on the occasion Vinamra Daga, owner of Alok Distributors (Distributor for Orient Electric for Haryana) said, "It is a proud moment for me and my team to be part of this great initiative. We have always partnered with Orient to bring to the customers technological innovations, but now it is time to create innovative shopping experience.