

## Press Release

# MS Dhoni switches on the ‘very silent, very powerful’ Aeroquiet fan in Orient Electric’s new integrated campaign

- *The TVC, which goes on air on 23 Feb draws attention to silence and highest air delivery by the new Aeroquiet Fan*
- *Campaign also reinforces Orient Electric’s overall positioning of a contemporary home solutions brand for the new generation of smart consumers*
- *Aeroquiet fan sets industry standards and strengthens Orient Electric’s position in the premium fans segment on the back of technology and design excellence*

**TVC Link - <https://youtu.be/gyOmO4KGRk>**

**- <https://youtu.be/lhASq4FhZ6s>**

**New Delhi, February 23, 2017:** Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, today launched a new TVC campaign featuring the long-standing Ambassador MS Dhoni to introduce its new Aeroquiet Ceiling Fan. First in the company’s Aero Series range of premium ceiling fans, the new campaign created by Contract Advertising (India) showcases the new Aeroquiet ceiling fan which promises highest ever air flow with heavenly silence. The campaign features two ads showcasing the daily struggles of an Indian family given the noise of fans. Dhoni is seen urged by his niece in both the ads to put an end to this misery and switch to the very silent, very powerful Orient Aeroquiet fan. The creatively tailored ads emphasise on the three defining aspects of **Aero Series fans** which include **silence, high air delivery and aesthetics**.

The TV ads will be strongly flanked by print and radio advertisement and active engagement through digital touch points. Orient Electric seeks to discover a fresh and contemporary take on the need for silence in fans through extensive use of social media and popular online video platforms such as ThunderClap, Instagram and Twitter fans to create product and brand awareness.

Commenting on the campaign, **Anshuman Chakravarty, Head Brand & Corporate Communications, Orient Electric said**, *“This is the fan for the millennials and for the enlightened, empowered and demanding consumers of today who seek more depth and meaning with their purchases. Orient Aero Series is a breakthrough in fans clearly addressing an important though latent need for silence. Aeroquiet is a perfect example of greatest achievement in terms of technology, creativity and design. When it comes to styling, this fan is a sheer winner with its curvaceous silhouette, first in class ABS blades and high gloss premium PU finish. It has an integrated design of top and bottom canopy with spindle cover, and a stainless steel decorative rim on the top which adds to the premiumness.*

**Mayur Hola, Executive Creative Director & Executive Vice President, Contract Advertising (India) Pvt. Ltd. said**, *“It’s often challenging to work on a brand that has a strong legacy. With series of noticeable campaigns, like the ones for PSPO, Orient has set quite a name for itself. We surely couldn’t have settled*

*for anything less. In this case, we had to do something more. More relatable. More insightful. We've managed to tap every possibility in making this fan a hero product for the brand as well as this campaign."*

**MS Dhoni, Brand Ambassador, Orient Electric** said, *"I am very proud to continue my association with Orient, a brand that enjoys over six decades of rich history. It is interesting to watch Orient Electric's journey from being pioneers in PSPO technology for fans and levelling it up to manufacture the first of its kind Aeroquiet ceiling fan. The new campaign will certainly appeal to the next generation of consumers who are looking for smarter, aesthetically pleasing and innovative products for their homes."*

The characters of 'Chikki' and her 'Chachu' have gained popularity among the viewers through the previous brand campaigns. The young girl 'Chikki' who plays MS Dhoni's niece is the protagonist who comes up with smart solutions every time to reinstate the theme 'The next generation is smarter'. While in all the previous brand campaigns, M S Dhoni was shown outsmarted by the little girl Chikki, this campaign has particularly focused on elevating the "dialogue" process to "conversation" portraying involvement of a family.

#### **TVC Credits:**

Brand Head: Anshuman Chakravarty  
Creative Agency: Contract Advertising, Delhi  
Production House – Conversation Films  
Director – Kamlesh Soni  
Head of Production – Azad

#### **About Orient Electric**

Orient Electric is part of USD 1.6 billion diversified CK Birla Group. Orient Electric 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 35 countries, the brand has earned the trust of millions of customers worldwide by providing high-quality, innovative products. It offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit us at [www.orientelectric.com](http://www.orientelectric.com). Shop online at [www.orientelectricshop.com](http://www.orientelectricshop.com)

#### **About CK Birla Group**

The CK Birla Group is a US\$1.6 billion diversified conglomerate that over the years has developed a strong footprint in manufacturing, engineering, technology, hospitals and education. With over 20,000 employees, 30 manufacturing facilities and a customer base that includes some of the world's best-known companies, CK Birla Group's businesses are present across five continents. For more information, visit us at [www.ckbirlagroup.com](http://www.ckbirlagroup.com)

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