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Orient Electric opens its first exclusive 'Smart Shop' at Karnal

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Karnal, Apr 3: Orient Electric, part of the diversified Indian conglomerate CK Birla Group, today opened its exclusive 'Orient Electric Smart Shop' at Karnal, Haryana which will carry complete range of Orient Electric products under one roof.

The spacious storeserves as a one-stop shop where consumers will be able to see, touch, feel and purchase various products of Orient Electric including Fans, Lighting, Home Appliances and Switchgear. The store opening was attended by senior company officials and local residents.

Commenting on the momentous occasions, Mr. Rakesh Khanna, CEO, Orient Electric cited, "We are all excited at the opening of our first Smart Shop, it will help us cater to the aspiring needs of customers with our wide range of electrical solutions. Orient is today one of the most trusted consumer electrical brand and we want to take the brand experience closer to our customer.

The Smart Shop will not only house our entire range of products but also have a Service window. We aim to successfully deliver our brand promise while expanding our reach and increase visibility.

The store will also offer value added services to add to the customer delight. In 2016 – 17, we are planning to add many more Smart Shops, he added.

Tags: CK Birla Group Orient Electric Orient Electric Smart Shop

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