

PRESS RELEASE

Orient Electric opens its exclusive store at Faridabad

Faridabad, India - January 27, 2014: 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. This store is strategically located next to our Faridabad fans factory, which has been a familiar location for our customers for several decades. This encouraged us to upgrade and make the store in a way that suits the next generation needs. The store aims to create engagement and experience while getting detailed functional information about the products thus enabling them to take informed decision. We hope that this exclusive store will provide a one stop shop environment for integrated home solutions to our customers and generate more traction from Faridabad and nearby areas*".

Orient Electric, known for developing revolutionary technologies in fans such as PSPO and very recently launched BLDC range fans, underwent a brand makeover in 2014, presenting itself in a new brand identity with a new positioning "Switch to Smart". The brand aims to be a one-stop-shop for all In-home electrical solutions.

Orient Electric is the largest manufacturer and exporter of fans in India and very recently it received the Superbrand status. Its product portfolio includes consumer and professional lighting solutions, Home appliances including kitchen appliances, geysers, heaters, coolers and it is at the verge of launching Switchgear products including MCB, RCCB and distribution boards.

Orient Electric (A Division of Orient Paper & Industries Limited) 82, Okhla Industrial Estate, Phase III, New Delhi 110020. Tel +91 11 40507000 F ax +91 11 40507004 Regd. Office : Unit - VIII, Plot No. 7, Bhoingar, Bhubaneswar, Odisha - 751 012. customer.connect@orientelectric.com

Orient Electric's strength lies in its in-house R&D and manufacturing strength, coupled with strong distribution and service network. It exports fans to over 30 countries and has retail footprint in over 1 lac retail outlets within India. The manufacturing facilities are based out of Faridabad and Kolkata and have 153 authorized service centres across the country which provides service to its customers round the clock.

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.

Media Contacts

Genesis Burson Marsteller

Priyanka Sachdeva, priyanka.sachdeva@bm.com | +91 7838311985
Shankar Radhakrishnan, shankar.radhakrishnan@bm.com | +91 +919999384812

Orient Electric

Anshuman Chakravarty, anshuman.chakravarty@orientelectric.com