

PRESS RELEASE

Orient Electric is now the new Superbrand of Fans

Orient now ranks amongst the top 20 percent brands in India across all categories.

National, December 18, 2014: Orient Electric, part of USD 1.6 Billion diversified CK Birla Group, the largest manufacturer and exporter of fans in India has bagged the much coveted Superbrands status for Fans for the year 2014-15. In a poll conducted by Superbrands India among 17,000 consumers and marketing professionals, Orient Electric has been ranked amongst the top 20% brands in India across all categories.

This is the third most significant recognition for the brand in a row. Earlier this year, Orient Electric was rated one of the 15 most promising consumer brands in a survey conducted by The Economic Times – Brand Equity, and had won ‘Brand Revitalisation Award 2014’ at the World Brand Congress held in Singapore.

Orient Electric, known for developing revolutionary technologies such as PSPO and very recently launched BLDC technology, underwent a brand makeover early this year 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. The brand has presence in the verticals of Lighting, Home Appliances, besides Fans and plans to step into the field of Switchgears shortly.

Rakesh Khanna, Chief Executive Officer, Orient Electric said ***“We are delighted to receive the Superbrands status. Orient Electric, undoubtedly, has been able to carve out its position in the market as a result of its best-in-class quality, aesthetics and high performance products. Orient Electric’s vision is to partner its customers at every stage of their modern-day in-home living by offering superior lifestyle solutions that make their world safer, easier and creatively inspiring.”***

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. Their manufacturing facilities are based out of Faridabad and Kolkata and have 153 authorized service centers 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 and 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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