

PRESS RELEASE

Orient Electric wins the “Brand Revitalisation Award” at World Brand Congress 2014

National, August 22, 2014: Orient Electric, part of the diversified Indian conglomerate, CK Birla group, won the “Brand Revitalisation Award 2014” at the World Brand Congress held in Singapore. The Global Brand Excellence Awards is hosted by World Brand Congress in association with CMO Asia and CMO council. The award ceremony was conducted alongside the World Brand Congress 2014, which is considered to be one of the largest congregations of some of the World’s most successful and sought after brands.

Orient Electric is the country’s largest manufacturer and exporter of fans and has diversified into Lighting and Home Appliances. Orient had changed its brand identity and positioning in April 2014 making a shift from being a significant player in the Indian fan Industry to an integrated home solutions provider.

Anshuman Chakravarty, Head Brand & Corporate Communication Orient Electric said *“We are delighted to receive this award. Our new integrated communications campaign ‘Switch to smart’ embodies a mind-set that is true to today’s smart consumers who are seeking lifestyle and convenient solutions. Orient Electric’s vision is to partner our 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.”*

As part of the company’s repositioning strategy, Orient Electric launched its new logo in the colour orange which represents humanity, exuberance and joy. The word “Electric” denotes vibrancy, energy and technology. This ensured a synergetic integration of all the three business verticals of fans, home appliances and lighting under one unified identity, thereby ensuring a consistent look in every element including packaging. In order to connect with its consumer’s pan-India, generating greater awareness and interest, Orient Electric launched a 360⁰ integrated brand campaign on TV, print, outdoor, digital and social media. The brand attempts to own an attitude that resonates with the everyday lives of its target audience. The television ads featuring Mahendra Singh Dhoni showcases the brand’s new philosophy – pitching the smarter act of a kid as a counterpoint to what M S Dhoni does in different moments of playfulness.

Orient's biggest differentiator is its in house technology, manufacturing strength and strong distribution reach. It has retail footprint in over 1 lac retail outlets across India with manufacturing facilities in Faridabad, Kolkata and Noida and has 153 authorized service centers across the country which provides service to its customers round the clock. Orient has strong focus on R&D and product development and is setting up a competence centre at Noida.

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.

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