

Orient goes for brand revamp.

Yuthika Bhargava

NEW DELHI: Sixty years after it was established, the country's largest manufacturer of fans, Orient Electricals, has decided to re-brand its operation as it aims to become a provider of smart home solutions.

Consolidation

The CK Birla group firm has changed its name to Orient Electric, as part of plans to consolidate business verticals — fans, lighting products and home appliances — under one umbrella brand.

Explaining the logic behind the move, Orient Electric CEO Manoj Verma told *The Hindu*, "We started our business 60 years ago with fans... We entered the lighting segment in 2008 and home ap-

pliances in 2011... These three were individual verticals. So fans had a different persona in the market, so did the other two businesses. We realised that we were not leveraging on our strengths and letting it give a positive rub off to the other segments."

He added that since fans was the oldest as well as its strongest brand and as a brand "has an equity in consumers' mind, we decided to leverage that along with the huge channel footprint that we have created of 3,500 dealers and distributors, who serve to 1.50 lakh retail points."

Transformation journey

The journey of transformation started eight months ago, he stated, adding, "Interest-

ingly, until a year ago, we used to do our lighting and home appliances under the banner Orient Fans... so if you need an appliance, you need to go to the website of Orient Fans... Hence, we changed the website to Orient Electric. That was the first step," Mr. Verma said.

Three verticals

However, he added, the visibility, design and packing of the three verticals was still different.

"Our portfolios on the shelf were not talking to each other, so we decided we need to transform."

Mr. Verma expects this transformation to be completed by July 1, after which all products in the market will reflect the new branding.