

Orient Electric awards its digital mandate to DigitasLBI

By [afaqs! news bureau](#) , afaqs! , Mumbai |

In [Advertising](#) | September 08, 2016

| *The new account will be handled out of the agency's Delhi office.*

Following a multi-agency pitch, DigitasLBI recently bagged the digital mandate for Orient Electric, a consumer electrical equipments manufacturing company. Being handled by the agency's Delhi office, the mandate involves developing a comprehensive communication strategy for Orient Electric and increasing its digital footprint across channels. The agency rolled out the new communication for the brand on September 1.



Anshuman Chakravarty

Anshuman Chakravarty, head branding and corporate communication, Orient Electric, says in a press release, "We are excited about our association with DigitasLBI and see them as a perfect partner to lead our digital strategic initiatives. The way information is consumed nowadays has drastically changed with the sweeping digital transformation. We are confident that their thorough understanding of the digital landscape will help us achieve consistent branding and improved customer engagement in line with our business objectives."



Vineet Singh

Commenting on the win, Vineet Singh, client partner, DigitasLBI, says in a press release "Orient Electric has always brought smart solutions to its consumers via continued evolution. We at DigitasLBI are extremely excited to become a part of their journey and help augment their vision. Our insights, our proprietary tools and our strategic creative approach will help us enable Orient Electric to further develop an integrated approach towards reaching their consumers in the digital space."



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