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# DigitasLBI wins digital mandate for Orient Electric

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Following a multi-agency pitch, **DigitasLBI** (<http://www.exchange4media.com/topic/digitasbi-news>) has bagged the digital mandate for Orient Electric. Being handled by 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, 2016.



In making the selection, Anshuman Chakravarty, Head Branding & Corporate Communication,



Orient Electric said "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."



Commenting on the business win, Vineet Singh – Client Partner, DigitasLBI said "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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