

## Orient Electric rolls out its new TVC for Aeroslim, India's first Smart fan

YouTube URL: <https://youtu.be/ppATpAU7upY>

**National, Feb 24, 2019:** Following an overwhelming response for teaser ads launched in January to promote brand's newest offering, IoT-enabled Aeroslim fan, Orient Electric has now gone on air with a new TVC for Aeroslim. The campaign kick-off coincides with the India vs Australia 2019 series and aims at reaching out its message across India.

The new TVC features Orient's long-standing brand ambassador MS Dhoni and it follows the theme of "turning your world upside down with the Aeroslim fan". The TVC starts with a bunch of people fixing furniture, couch, carpet, book shelf, wall hanging etc., on the ceiling. The next frame shows MS Dhoni's entry in an upside-down room with Orient Electric's Aeroslim fan fixed on the ground followed by the key message – "Aeroslim, worth turning the world upside down". The TVC also shows MS Dhoni controlling the fan through Orient Smart mobile app.

**Anshuman Chakravarty, Head Brand & Corporate Communication, Orient Electric Limited** said, "It's a fan unlike any other fan, therefore the creative also needed a disruptive ideation. The teasers that were launched in January elicited an overwhelming response online and the launch of the TVC across mass and impact properties will provide further fillip. The TVC goes on air from 24<sup>th</sup> February and it will be strongly flanked by digital and other mediums. We are confident that the campaign will catch attention and create excitement in our target segment"

Aeroslim is India's first Smart fan which sets new standards of innovation in the segment with its IoT controls, one-of-a-kind slim cylindrical design, telescopic adjustable mounting, premium hydrographic finish and an energy-efficient inverter motor ensuring 40% energy savings and topped up with an elegant dimmable under-light. Aeroslim can be controlled via Orient Smart mobile app or by Google Assistant & Alexa voice assist.

### TVC Credits –

Brand: Orient Electric / Brand Custodian: Anshuman Chakravarty / Creative Agency: Contract Delhi / Production House: Oink Films

### About Orient Electric

Orient Electric Limited is part of USD 1.8 billion diversified CK Birla Group. Orient Electric has been a household name for over 60 years. Orient Electric has established itself as a one-stop solution provider of lifestyle electrical

solutions with a diverse selection of fans, home appliances, lighting and switchgear. With its state-of-the-art manufacturing facilities in India and presence in over 35 countries, the brand has earned the trust of millions of customers worldwide by providing high-quality, innovative products. In the domestic market, it has a well-organised distribution network driven by over 4000 dealers, 1,00,000 retail outlets and a strong service network covering more than 320 cities. For more information, visit [www.orientelectric.com](http://www.orientelectric.com). Shop online at [www.orientelectricshop.com](http://www.orientelectricshop.com)

### About CK Birla Group

The CK Birla Group is a US\$1.8 billion diversified conglomerate that over the years has developed a strong footprint in manufacturing, engineering, technology, hospitals and education. With over 20,000 employees, 30 manufacturing facilities and a customer base that includes some of the world's best-known companies, CK Birla Group's businesses are present across five continents. For more information, visit us at [www.ckbirlagroup.com](http://www.ckbirlagroup.com)

### Media Contacts:

#### Orient Electric

Anshuman Chakravarty, [anshuman.chakravarty@orientelectric.com](mailto:anshuman.chakravarty@orientelectric.com)

Naveen Kumar, [naveen.kumar2@orientelectric.com](mailto:naveen.kumar2@orientelectric.com)

#### Genesis Burson Marsteller

Shankhadipa 9999956546 [Shankhadipa.Talukdar@genesis-bcw.com](mailto:Shankhadipa.Talukdar@genesis-bcw.com)

Sanya Kundra 7290012720 [sanya.kundra@genesis-bcw.com](mailto:sanya.kundra@genesis-bcw.com)

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