

PRESS RELEASE

Orient Electric opens its exclusive Smart Shop in Bengaluru

Bengaluru, India – May 14, 2017: Orient Electric, part of the diversified Indian conglomerate CK Birla Group, today opened its sixth exclusive 'Smart Shop' in Bengaluru, Karnataka which carries complete range of Orient Electric products under one roof. The spacious store serves as a one-stop shop where consumers will be able to see, touch, feel and purchase various products of Orient Electric including Fans, Lighting, Home Appliances and Switchgear. The store opening was attended by senior company officials and local residents.

Commenting on the occasion, **Mr. Rakesh Khanna, CEO, Orient Electric** cited, "We are all excited at the opening of our sixth Smart Shop in India. It will help us cater to the aspiring needs of customers with our wide range of electrical solutions. Orient Electric is today one of the most trusted consumer electrical brand and we want to take the brand experience closer to our customer. We aim to successfully deliver our brand promise while expanding our reach and increase visibility. The store will also offer value added services to add to the customer delight. In 2017-18, we are planning to add many more Smart Shops.

Orient Electric today is the largest manufacturer and exporter of fans from India with more than 60% share in exports and a dominating presence in more than 35 international markets. Being the pioneers of innovation in this segment, this year a complete new range of BLDC fans which consume lesser than 50% energy will be made available to the customers. It has recently launched Aeroquiet ceiling fan featuring advanced aerodynamic profiled blade design which ensures maximum air throw and silent operation. Similarly in LED Lighting segment, Orient is the third largest manufacturer of LED bulbs in India. It is also the first Indian lighting brand to have been awarded BEE star rating for LED bulbs. In the home appliances segment, Orient Electric offers a wide range of products including water heaters, air coolers and small kitchen appliances. It has the widest range of air coolers to suit every space and every need. In the Switchgear segment, Orient offers MCBs enabled with the revolutionary SDB (Snap Disc Bi-Metal) technology which provides threefold advantage – precise tripping, better repeatability and longer life.

A trusted name in the fans industry, Orient Electric has received many awards and accolades for its steadfast commitment to quality and innovation. It has been listed as one of the top 15 most trusted Indian brands in the consumer durables category consecutively in 2014 and 2015. It has also received the Business Superbrands status and Asia's Greatest Brands status in 2016.

The Orient Electric Smart Shop is located at 1518, 11th Main Road, 4th T block, Jayanagar, Bengaluru.

About Orient Electric

Orient Electric is part of USD 1.6 billion diversified CK Birla Group. Orient Electric 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 35 countries, the brand has earned the trust of millions of

customers worldwide by providing high-quality, innovative products. It offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit us at www.orientelectric.com. Shop online at www.orientelectricsshop.com

About CK Birla Group

The CK Birla Group is a US\$1.6 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

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