

Orient Electric plans manufacturing facility in South

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Orient Electric, part of \$1.6 billion CK Birla Group, is expected to set up a manufacturing facility in South India within two years' time, to cater the regional and overseas markets.

The plans will be finalised once the electrical appliances business under Orient Electric is demerged from the Orient Paper and Industries Ltd, for which the process is on, said a senior official.

The company currently has a fan manufacturing facility in Faridabad, Haryana and another one in Kolkata and has its strong presence in North and Western markets. While it claims to be the second largest player in fans, after Crompton Greaves, with around 20 per cent market share, its presence in South India is weak. It is now focus-

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Senior vice-president & business head, Fans, Orient Electric

ing on increasing its market presence in south also.

"We will be looking at a manufacturing facility in South, probably within two years from now. It will cater to the regional market and with the connectivity to ports, it would also cater to the exports market," said Sameer Tandon, senior vice president and business head, Fans, Orient Electric. However, he refused to reveal the location it is expected to set up the facility.