

Orient unveils its new brand identity

Orient Electricals, part of the diversified Indian conglomerate, CK Birla group, unveiled its new brand identity 'Orient Electric'. The country's oldest and largest manufacturer of fans Orient is making a shift from being a significant player in the Indian fan Industry to an integrated home solutions provider for the next generation, aspiring for smart home solutions. Aiming to offer an enhanced customer experience, Orient Electric is all set to increase the brand's cool quotient with its wide range of aesthetically designed, energy efficient lighting products, fans and home appliances. Speaking on the occasion, Mr CK Birla, Chairman, CK Birla Group said, Orient Electric has evolved from a product company to a lifestyle

home solutions provider. Speaking on the occasion, Mr Manoj Verma, CEO, Orient Electric said: With the new repositioning, we have augmented our in-house manufacturing and R&D capabilities to provide products and solutions with the highest standards of efficiency, consistency and safety, delivered in the simplest manner. As part of the company's repositioning strategy, Orient Electric launches a new company logo in the colour orange which personifies warmth and creative instincts. The company also launches a 360° integrated brand campaign with a TV commercial bringing alive the brand's diversified product portfolio (including fans, lighting products and home appliances) and smart solutions.