

Orient Electric's smart shop

CHANDIGARH: A one-stop shop where consumers will be able to see, touch, feel and purchase various products of Orient Electric including fans, lighting and home appliances has been opened at Karnal. It is called Orient Electric Smart Shop. Rakesh Khanna, CEO, Orient Electric, said: "We are all excited at the opening of our first Smart Shop. It will help us cater to the aspiring customers in the region more effectively. We aim to successfully deliver our brand promise while expanding our reach and increase visibility. DP