

Orient Electric's new TV ad with MS Dhoni talks energy saving

The new TV commercial brings out the characteristic features of i-Series fans by means of a waggish dialogue between MS Dhoni and a research engineer...

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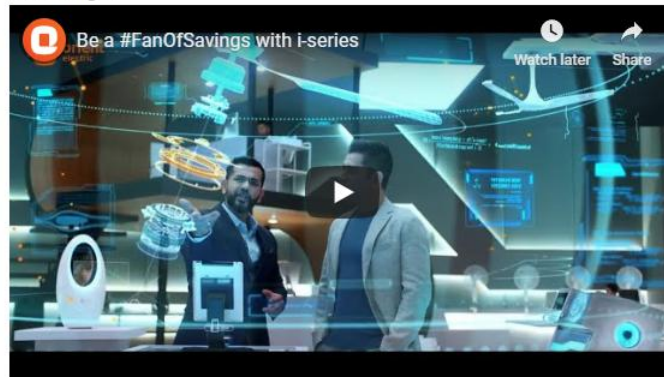


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Orient Electric Limited, part of the CK Birla Group, has launched a new TVC campaign featuring brand ambassador MS Dhoni to introduce its new i-Series range of fans powered by ECM technology.

In the TVC, Dhoni is at Orient Electric's R and D lab where a research engineer is trying to

explain the features of the new i-Series fan using a lot of technical jargons. Disinterested, Dhoni starts exploring other gadgets in the room and gets his jacket stuck in one of the wind tunnels. What catches Dhoni's attention is when the research engineer says that these fans have 'EC inverter technology'. A totally amazed Dhoni confirms whether it is the same EC technology which is present in latest refrigerators and ACs. The engineer confirms the same and pulls out his smartphone to show that the fan is IoT enabled as well, saves 50% energy and works silently and efficiently even at low voltages.



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Anshuman Chakravarty, head brand and corporate communication, Orient Electric Limited, said, "As a trusted brand, we consider it our responsibility to provide products and solutions which are good for our consumers and also for the environment. Given the fact the fans contribute significantly to the home utility bills, we are proud to introduce i-Series inverter fans which save 50% energy as compared to ordinary fans, thus helping consumers and the nation to not only save money but reduce carbon footprint too. The new TV commercial brings out the characteristic features of our i-Series fans by means of a waggish dialogue between MS Dhoni and a research engineer. I am sure that this TV spot will capture the audience attention and create a lot of excitement about Orient i-Series fans."

Sagar Mahabaleshwarkar, chief creative officer, Contract Advertising, said, "Orient Electric is known for introducing innovative features in their fans. They have launched many firsts like the silent fan. However, we have never tried explaining the tech that goes behind making these fans. The challenge was to communicate Orient's new iSeries technology by showcasing the R and D capabilities of Orient, but in a manner that is easy to understand and entertaining at the same time. MS Dhoni, who has been the face of Orient for almost a decade adds his incomparable charisma and charm to the campaign."