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# Orient Electric appoints DigitasLBI to manage its digital duties

*The account will be managed by the agency's Delhi office*

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Picture source: ThinkStock

Following a multi-agency pitch, DigitasLBI has bagged the digital mandate for Orient Electric. The account will be managed by the agency's Delhi office. The team rolled out the new communication for the brand on September 1, 2016.

Commenting on the development, Anshuman Chakravarty, head branding and corporate communication, Orient Electric, said "We are excited about our association with DigitasLBI and see them as a perfect partner to lead our digital strategic initiatives. The way information is consumed nowadays has drastically changed with the sweeping digital transformation. We are confident that their thorough understanding of the digital landscape will help us achieve consistent branding and improved customer engagement in line with our business objectives."

"Orient Electric has always brought smart solutions to its consumers via continued evolution. We at DigitasLBI are extremely excited to become a part of their journey and help augment their vision. Our insights, our proprietary tools and our strategic creative approach will help us enable Orient Electric to further develop an integrated approach towards reaching their consumers in the digital space," added Vineet Singh - client partner, DigitasLBI.

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