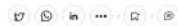


Dhoni's diwali surprise steals hearts in Orient Electric's festive TVC

The TV commercial ends with Dhoni saying "Diwali ki raunak tab chhayegi, jab har ghar se roshni aayegi," reminding everyone that the true brilliance of Diwali lies in the collective radiance of every home, making it a festival larger than life, where the light of togetherness shines brighter than ever.



BE Staff - ETBrandEquity
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A still from the ad

Orient Electric, part of the diversified CK Birla Group, has launched its new festive TVC featuring brand ambassador **MS Dhoni** to showcase and promote its Joylite range of festive lights.

The TVC stages the iconic cricketer revisiting his old neighbourhood, evoking nostalgic memories, and spreading the light of joy and togetherness, the company stated in a press release.

The TV commercial unfolds with an enchanting scene where Dhoni stands outside a house in the very society where he once honed his cricketing skills. An inquisitive uncle, unaware of the surprise about to unfold, seeks the reason for Dhoni's visit. In a moment of pure humility and grace, Dhoni recounts his early days when with his powerful shots, he had unintentionally smashed their house lights on numerous occasions.

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Just then, another neighbour playfully interjects, asking when Dhoni plans to work his lighting magic on his home as well, to which Dhoni gestures towards the entire community, which is now illuminated with the radiance of Orient Joylite festive lights.

He goes on to express his gratitude for the neighbourhood that shaped him into the cricketing icon and the person he is today.

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The ad film has been done in seven different languages making it relevant to regional audiences.

Anika Agarwal, chief marketing and customer experience officer, Orient Electric, said, "At Orient, we have always believed in spreading happiness, and we are delighted to present our new festive TVC featuring our longstanding brand ambassador MS Dhoni to promote made-in-India Orient Joylite festive lights. Diwali, the festival of lights, symbolises the celebration of bonds, the spirit of gratitude, and the essence of togetherness. Our TVC beautifully captures Dhoni illuminating every home in his cherished, old neighborhood with the resplendent glow of Orient Joylite festive lights, echoing the message that the true essence of Diwali is only complete when we illuminate every home and heart."

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"We are elated to present this heartwarming story, and we hope it resonates with everyone across the country, bringing warmth, happiness, and a genuine feeling of togetherness during this special time of the year," Agarwal added.

Krishna Mani, chief creative officer, BBDO India, said, "Diwali is often considered as a season of gifting. What better gift than Mahi setting up the beautiful Orient lights in the society he grew up in. That's the story of our new campaign. We wanted to tell people that Diwali only feels special when you spread joy and happiness with the ones you love."

Watch the video [here](#)

