

## Orient Electric opens Smart Shop at Karnal

Posted by : **Electrical India** Posted date : **Apr 29, 2016**



### Orient Electric opens Smart Shop at Karnal

Orient Electric, a part of the diversified Indian conglomerate CK Birla Group, has recently opened its exclusive 'Orient Electric Smart Shop' at Karnal, Haryana, which will carry complete range of Orient Electric products under one roof. The spacious store serves as a one-stop shop where consumers will be able to see, touch, feel and purchase various products of Orient Electric including Fans, Lighting, Home Appliances and Switchgear. The store opening was attended by senior company officials and local residents.

Commenting on the momentous occasions, 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 needs of customers with our wide range of electrical solutions. Orient is today one of the most trusted consumer electrical brand and we want to take the brand experience closer to our customer. The Smart Shop will not only house our entire range of products – but also have a Service window. We aim to successfully deliver our brand promise while expanding our reach and increase visibility. The store will also offer value added services to add to the customer delight. In 2016 – 17, we are planning to add many more Smart Shops.

According to the company, today it is the largest manufacturer and exporter of fans. In the period of last 18 months, Orient Electric has extended its product portfolio with latest offerings. As per them, this year a complete new range of BLDC fans, which consume lesser than 50% energy, will be made available to the customers. Similarly, in LED Lighting segment, Orient is the third largest manufacturer. The current offerings in LED lighting solutions cover home, office, retail and industrial requirements. In the home appliances segment, Room Coolers with a revolutionary 4-way cooling technology have been introduced. A varied product mix in home appliances range includes juicer mixer grinders, mixer grinders, toasters, electric kettles, rice cookers, geysers, and water heaters. In the Switchgear segment, MCBs with the revolutionary SDB (Snap Disc Bi-Metal) technology that provides three-fold advantage – precise tripping, better repeatability and longer life have been launched. The Switchgear range includes MCB, RCCB, Isolators and Distribution Boards.

Orient Electric has received many awards and accolades for its steadfast commitment to quality and innovation. It has been listed as one of the top 15 most trusted Indian brands in the consumer durables category consecutively in 2014 and 2015. It has also received the Superbrands status in 2015.