

Orient Electric Presents The 'Song Of Silence' In Its New TVC Featuring MS Dhoni

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Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, launched its new TVC campaign featuring the long-standing ambassador MS Dhoni to introduce its new Aerostorm super premium ceiling fan. Emphasizing on the need for silence in our lives yet with more air, the TV ad presents a beautifully composed concept of sound and visuals which depicts 'Song of Silence'. MS Dhoni is later seen in the ad getting distracted by the sound of a magazine fall and waking up from a peaceful snooze, only to be received by his on-screen niece Chikki.