

# Orient Electric rolls out TVC with Dhoni for its smart fan Aeroslim

The new TVC follows the theme of “turning your world upside down with the Aeroslim fan”

by [exchange4media Staff](#)  
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Following the teaser ads launched in January to promote brand’s newest offering, IoT-enabled Aeroslim fan, Orient Electric has now gone on air with a new TVC for Aeroslim. The campaign kick-off coincides with the India vs Australia 2019 series and aims at reaching out its message across India.

The new TVC features Orient’s long-standing brand ambassador MS Dhoni and it follows the theme of “turning your world upside down with the Aeroslim fan”. The TVC starts with a bunch of people fixing furniture, couch, carpet, book shelf, wall hanging etc., on the ceiling. The next frame shows MS Dhoni’s entry in an upside-down room with Orient Electric’s Aeroslim fan fixed on the ground followed by the key message – “Aeroslim, worth turning the world upside down”. The TVC also shows MS Dhoni controlling the fan through Orient Smart mobile app.

Anshuman Chakravarty, Head Brand & Corporate Communication, Orient Electric Limited, said, “It’s a fan unlike any other fan, therefore the creative also needed a disruptive ideation. The teasers that were launched in January elicited an overwhelming response online and the launch of the TVC across mass and impact properties will provide further fillip. The TVC goes on air from 24th February and it will be strongly flanked by digital and other mediums. We are confident that the campaign will catch attention and create excitement in our target segment”

## TVC Credits

Brand: Orient Electric

Brand Custodian: Anshuman Chakravarty

Creative Agency: Contract Delhi

Production House: Oink Films

