

PRESS RELEASE

## De'Longhi Group forms strategic partnership with Orient Electric in India

- *Paves way for the entry of three international premium small appliances brands in India – De'Longhi, Kenwood and Braun.*
- *Orient Electric to have the rights to market the products in India.*

**National, November 28, 2018:** De'Longhi Group, the renowned Italian small appliances maker, today announced a strategic partnership with Orient Electric Limited, part of the diversified USD 1.8 billion CK Birla Group, to bring its international premium range of small appliances to the Indian market. Orient Electric will have the rights to market and sell the marquee brands of - De'Longhi, Kenwood and Braun.

Commenting on the partnership, **Mr. Rakesh Khanna, MD & CEO, Orient Electric Limited**, said *“Premiumization is gathering pace in India, Indians are travelling abroad, experiencing global food and culture and this being coupled with rising income is leading to increased inclination towards aspirational lifestyle. The partnership will help us mutually to expand our appliances portfolio and tap into emerging trends in the consumer appliances space in India. Our association will help us offer the internationally acclaimed products to the Indian consumers which they have been eagerly waiting for. De'Longhi Group is known for its quality, innovation and design and with our strength of distribution, marketing and service, we are confident that our association will unlock many opportunities for both the companies”.*

Commenting on the partnership, **Mr. Tunc Gencoglu, MEIA Vice President Commercial and Turkey Managing Director, De'Longhi Group** said, *“We are looking forward to this business partnership with Orient Electric as we share similar values and an approach based on consumer led insights. The appliances market in India is poised for significant growth and premiumization. We believe that our brands and the current product selection will cater to a wide spectrum of consumers in India and create an enjoyable experience. We have a clear strategy to position our three brands – De'Longhi to deliver the true ‘Bean to Cup’ coffee experience across different types of consumers. Kenwood is positioned at the ‘Joy of homemade food’ through its range of Kitchen machines, Food processors and blenders, while Braun will bring in world-class technology and innovation in Hand blenders and irons.”*

**Saurabh Baishakhia, Sr. Vice President and Business Head, Appliances, Orient Electric** said *“Orient Electric always strives to unravel and surface the latent consumer needs and meet them with apt solutions which make life simpler and experiences better. Therefore, it was natural for us to partner with the De'Longhi Group which is known for its, innovatively engineered category-*

*defining differentiated products. We are confident that the partnership will help us capture significant market share in the premium appliances segment in the next few years."*

The De'Longhi Group brand portfolios – Braun, De'Longhi & Kenwood – include nearly every category of small household appliance in coffee preparation, food preparation and cooking, cleaning and ironing and home comfort. The Group is launching the No.1 Espresso Machine under the De'Longhi brand and the No.1 in Europe - Kitchen machine and food processors under the Kenwood brand. It will also bring to India the No.1 hand blender from Braun.

Orient Electric is a leading home electrical player in the domestic market while having strong presence in 35 countries globally. In the domestic market it has a well-organised distribution network covering over 1,00,000 retail outlets and a strong service network with reach in 320 cities. It has established itself in the market as one-stop solution provider of lifestyle electrical solutions with a diverse selection of fans, home appliances, lighting and switchgear.

#### **About De'Longhi Group**

The earliest origins of the De'Longhi brand date back to 1902 in Treviso, Italy. Over the years it has grown to include three internationally renowned brands: De'Longhi, Kenwood and Braun. The Group is listed in the Milan stock exchange with a market cap of USD 3.8Bn and is present in 33 countries with direct commercial subsidiaries and sells its product to countries all over the world, remaining committed to creating innovations that bring convenience and style into every customers' homes. For more information, visit <https://www.delonghigroup.com/en>.

#### **About Orient Electric**

Orient Electric Limited is part of USD 1.8 billion diversified CK Birla Group. Orient Electric has been a household name in the Indian fan Industry for over 60 years. With its state-of-the-art manufacturing facilities in India and operations spanning over 35 countries, the brand has earned the trust of millions of customers worldwide by providing high-quality innovative products. In the domestic market, it has a well-organised distribution network driven by over 1,00,000 retail outlets and a strong service network covering more than 320 cities. It has established itself in the market as one-stop solution provider of lifestyle electrical solutions with a diverse selection of fans, home appliances, lighting and switchgear. For more information, visit [www.orientelectric.com](http://www.orientelectric.com). Shop online at [www.orientelectricshop.com](http://www.orientelectricshop.com)

#### **About CK Birla Group**

The CK Birla Group is a US\$1.8 billion diversified conglomerate that over the years has developed a strong footprint in manufacturing, engineering, technology, hospitals and education. With over 20,000 employees, 30 manufacturing facilities and a customer base that includes some of the world's best-known companies, CK Birla Group's businesses are present across five continents. For more information, visit [www.ckbirlagroup.com](http://www.ckbirlagroup.com)

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