

PRESS RELEASE

Orient Electric bags the prestigious 'Icon of the Year 2015' award

New Delhi, XX October 2015: Orient Electric, part of the diversified Indian conglomerate CK Birla Group, has won the prestigious 'Icon of the Year 2015' award in the 'Lighting & Switchgear' category at a magnum-opus gala awards ceremony held on October 9, 2015 at Resort Rio resort, Goa. The signature event hosted by Brands Academy was graced by the presence of legendary athlete and chief guest of the event Mr. Milkha Singh, honourable Deputy CM of Goa Mr. Francis Dsouza and leading politician Mr. Amar Singh who gave away the award certificates to the winners.

Mr. Rakesh Khanna, Chief Executive Officer, Orient Electric said, "We are delighted and honoured to receive this prestigious award. Orient Electric has evolved with time from being 'fans only' company to a 'One-stop Brand' for electrical lifestyle solutions including fans, lighting, home appliances and Switchgear. The 'Icon of the Year Award' serves as a testimony to our commitment to manufacture quality products that meet the needs and expectations of new age Indian consumers and to contribute towards the economic growth of the country.

He further added, "We enjoy a remarkable presence in the Indian LED lighting space. Our diverse LED centric portfolio covers the SOHO segment, Modern Office and Industrial segment, offering a wide range of consumer luminaires. Our new range of LED lighting solutions is in line with our brand promise of providing smart and innovative lighting products. In Switchgear segment, we are offering a range of safe, reliable and energy-efficient products, which include MCBs (Miniature Circuit Breakers), RCCBs (Residual Current Circuit Breakers), Isolators and Distribution Boards. Our Switchgear range adheres to the highest International standards and also addresses the needs of Indian consumers.

Mr. S K Sahu, Director, Brands Academy said, "The growing number of organizations and professionals participating in our felicitation programs is a testimony to the fact that our efforts result in improvement in the visibility and popularity of our winners. It also positively impacts the overall quality of products and services they offer as they have a reputation to live up to, effectively enabling them at rise to match the international standards."

The gala ceremony included live performance by Yogis Angels, live session by world-famous mentalist Ehud Segev aka The Mentalizer, and cocktail dinner. The highly sought after 'Brands Academy Icon of the Year Awards' are given away to diverse organizations and professionals on the basis of their product and service quality, marketing strategies and initiatives, leadership position in the industry, dedication to customer satisfaction, entrepreneurial initiatives and exemplary business practices.

About Orient Electric

Orient Electric is part of the diversified Indian conglomerate CK Birla Group. The company offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. A household name in the Indian fan Industry for over 60 years, Orient Electric enjoys a strong pan India presence with a well-organized network of distributors, retailers and service centres. With operations spanning over 35 countries, the brand has earned the trust of millions of customers by providing smart, efficient and high quality products. Orient Electric has positioned itself in the market as one-stop solution provider of lifestyle electrical solutions.

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