

COMMITTED TO CUSTOMER- CENTRIC INNOVATION

➤ *Anika Agarwal, Chief Marketing and Customer Experience Officer, Orient Electric, reveals how investing in innovation and customer-centricity has driven the brand's growth*



With consumer needs and preferences changing fast, it is a brand's ability to listen to and engage with consumers which helps it to become and remain relevant and competitive. As a consumer-centric brand, we endeavour not just to adapt but to unravel and surface the latent consumer needs and meet them with apt solutions which make life simpler and experiences better. Our sustained focus on customer centricity has enabled us to develop and deliver differentiated, first-to-market products in the recent times, such as EyeLuv series of health-centric lighting, energy-efficient fans & air coolers, silent Aeroseries fans, and MCBs with SDB technology, among others. A recent testament to our commitment to customer-centric innovation is Cloud 3 cooling fan with Cloudchill technology which can bring down air temperature by up to 12 degrees. This one-of-a-kind product has been much appreciated by the consumers. All these innovations are an upshot of our sustained investments in R&D and consumer insights.



We believe that the demand for energy efficient products will grow significantly in the future on the back of increasing consumer awareness and the Government's push for energy conservation. In this regard, we are continuously working towards bringing energy-efficient and cost-effective solutions for Indian consumers. Take for example our Lighting business, which is credited with many firsts in the industry, from being at the forefront of LED transition in the country, to being the first to receive BEE 5-star rating for LED bulbs. Similarly in Fans, we carry an extensive range of energy saving BLDC fans which promise up to 50 per cent savings on electricity bills for consumers. We also have a complete lineup of energy efficient air coolers and water heaters. Our product portfolio is centred around energy efficiency, and we will continue to expand it.