

Orient Electric expands Switchgear biz in Uttarakhand

Dehradun, September 11, 2019: Orient Electric Limited, part of the diversified USD 2 billion CK Birla Group, looks at strengthening its presence in the low-voltage Switchgear and Modular Switch segment in the state of Uttarakhand, both through B2C and B2B channels. The company offers a range of 'safe, reliable and energy efficient' products which meet the highest international levels of safety and quality.

Ashok Kumar Singh, Business Head, Switchgear & Wiring Accessories, Orient Electric Ltd said, *"Dehradun and the entire state of Uttarakhand grapples with heavy rainfall and floods almost every year which points to the importance of having electrical safety products in all residential, commercial and industrial settings. We have a range of technologically advanced low-voltage Switchgear products and Modular Switches that have been designed and developed keeping in mind the electrical safety requirements in the Indian context. Uttarakhand being a key market for us, we felt that there is ample opportunity to increase our penetration in the region. We have recently entered into the B2B space in the region and the initial response is encouraging."*

He further said, "We are manufacturing the entire Switchgear range at our state-of-the-art manufacturing facility based at Noida, Uttar Pradesh. The plant has a fully equipped R&D centre for developing industry leading products and we have an annual capacity to produce 6.6 million MCB poles and 0.66 million RCCBs."

Orient Electric is the first Indian electricals brand to introduce MCBs enabled with the revolutionary SDB (Snap Disc Bi-Metal) technology which provides threefold advantage – precise tripping, better repeatability and longer life. Unlike conventional MCBs, Orient Electric's MCB with SDB technology comes in a single enclosed unit to avoid manual tampering, thereby allowing for precise tripping every time. It also detects heat generated due to the loose wire contacts and extreme temperatures, and trips at specified limit to offer advanced and smart protection. Orient Electric's MCBs enjoy longer life with precisely controlled magnetic and thermal tripping.

The company introduced Salus range of modular switches in 2018, with the revolutionary 3AB technology, featuring 3-Layered Arc Shielding Mechanism to ensure enhanced safety from electrical sparks and shocks.

Orient Electric's smart range of energy-efficient LV Switchgear products includes MCBs, RCCBs, Distribution Boards, Isolators and other electrical accessories.

About Orient Electric

Orient Electric Limited, part of USD 2 billion diversified CK Birla Group, is a trusted brand for consumer electrical products in India, with strong manufacturing capabilities and presence spanning over 40 countries. It offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. In the domestic market, it has penetration up to the small towns with a well-organised distribution network driven by over 4000 dealers, 1,25,000 retail outlets and a strong service network covering more than 450 cities. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit www.orientelectric.com. Shop online at www.orientelectricshop.com

About CK Birla Group

The CK Birla Group is a growing US \$2 billion conglomerate that has a history of enduring relationships with renowned global companies. With over 25,000 employees, 41 manufacturing facilities, 21 service delivery locations, numerous patents and awards and a customer base that includes some of the world's best-known companies, the Group's businesses are present across five continents. For more information, visit us at www.ckbirlagroup.com

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