

Orient Coolers promote Healthy fresh air during Covid

National, March 10, 2021: Orient Electric Limited, part of the diversified USD 2.4 billion CK Birla Group, has expanded its air coolers range with new models with the objective of providing - Fresh healthy air everywhere. Featuring premium designs and finishes, these new models come with unique AeroFan technology that provides high air thrust and 20% longer air throw ensuring wide and uniform circulation of healthy fresh air, and its unique DenseNest technology provides 25% extra cooling. These coolers also come with easy IoT and Voice control, and advanced 100% copper motor for durability and performance. Other differentiating benefits include Autofill function for easy filling of water, Anti-bacterial filter for protection from air-borne bacteria, Anti mosquito breeding feature for protection from mosquito, ice chamber for instant ice-induced cooling, and fully collapsible louvres to prevent entry of dust and insects, among others.

Air coolers being a healthier cooling solution in comparison to other options and given the importance of living in fresh and clean air during the pandemic, Orient Electric is promoting the concept of 'Fresh healthy air everywhere. The company is also airing its air coolers advertisement on TV during the India England cricket series to promote its new range of coolers.

Salil Kappoor, Business Head, Home Appliances, Orient Electric Limited said, *"The pandemic has underpinned the importance of having good quality indoor air and good ventilation. This is where air coolers can play an important role besides being cost-effective and energy-efficient in providing effective cooling. They are environmentally friendly, circulate fresh and clean air, and allow users to keep doors and windows open to ensure proper ventilation. As a socially responsible and consumer centric brand, we are encouraging our customers to opt for air coolers over other options as a healthier choice.*

With summer around the corner, we have expanded our range with stylish and state-of-the-art air coolers. These coolers come with DenseNest technology that ensures 25% extra cooling with help of more water retention while the unique AeroFan technology ensures long air throw resulting in uniform spread of clean, healthy and fresh air across the room. Orient air coolers also come with anti-dust and anti-bacterial filters which further helps to provide hygienic, breathable air. We are hopeful that our new air coolers will appeal to the environment and health conscious consumers."

The new models include 50L & 65L Ultimo Plus, 70L Knight Plus, and 52L & 88L Tornado in the Desert air cooler category, and 55L Magicool Plus and 50L Magicool Pro in Window air cooler category. All the new models flaunt distinctive designs and premium finishes that are sure to interest the modern consumers.

Orient Electric is today one of the top selling brands in the country in the air coolers segment, offering a wide range of stylish and high performance air coolers in different shapes, sizes, capacities and materials

to suit varied aesthetic preferences, evolving needs and usage environments. Orient's air coolers range currently includes over 60 SKU's with tank capacities ranging from 7-litres to 105-litres. It carries a complete line-up of IoT-enabled & voice-controlled air coolers and energy saving Inverter air coolers.

About Orient Electric Ltd.

Orient Electric Limited is part of USD 2.4 billion diversified CK Birla Group and a 'Fortune India 500' company with strong manufacturing capabilities and presence in over 40 countries. It is a trusted brand for consumer electrical products in India, offering a diverse portfolio of fans, lighting, home appliances and switchgears. In the domestic market, it has penetration up to the small towns with a well-organised distribution network reaching 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.

About CK Birla Group

The CK Birla Group is a growing US \$2.4 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

Media Contacts:

Orient Electric

Anshuman Chakravarty, anshuman.chakravarty@orientelectric.com

Naveen Kumar, naveen.kumar2@orientelectric.com

Genesis Burson Marsteller

Shankhadipa Talukdar 9999956546 Shankhadipa.Talukdar@genesis-bcw.com

Barkha Phouhat 9899505048 Barkha.phouhat@genesis-bcw.com

Disclaimer: This press release may contain some statements on our businesses or financials which are forward looking. Our actual results may be materially different from these forward-looking statements.

