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# Press Releases



Source Name:CK Birla Group

## Orient Electric Bags 'Make in India Awards for Excellence – 2015'

Aug 25,2015 19:06 PM

### New Delhi, India

Orient Electric, part of the diversified Indian conglomerate CK Birla group, has bagged the prestigious 'Make in India Awards for Excellence – 2015' in the Consumer Electrical Products category at a grand ceremony held last week at Mahatma Mandir, Gandhinagar in Gujarat in presence of Sh. Kalraj Mishra, Hon'ble Minister, Micro, Small and Medium Enterprises (MSME). The award ceremony was attended by Ministers from State & Central Government, senior government officials and renowned industrialists from Gujarat.

**Rakesh Khanna, Chief Executive Officer at Orient Electric** expressed his delight and cited, *"It's truly an honour to receive this award. At Orient Electric, we believe in 'Make in India' and understand the importance of indigenous manufacturing in economic development of the nation. We are today the largest manufacturer of fans in India and we are also the largest exporter exporting to over 30 countries having a share of 60% in fan exports. We take pride in our in-house R&D capabilities, spirit of continuous innovation and manufacturing prowess. We are amongst the very few who have started producing the LED range of lighting in India with standards comparable to the best in the international markets. We have state-of-the-art manufacturing facilities based in Kolkata, Faridabad and Noida manufacturing Fans, Lighting & Switchgears."*

He further added, *"Following the brand vision of 'Switch to Smart', Orient Electric is committed to manufacture cutting-edge lifestyle electrical products that meet the needs and expectations of evolving Indian consumers. We have already earned the status of being one of the India's most trusted brands in the year 2014, and this new recognition further serves as a testimony to Orient Electric's commitment to deliver the best to the consumers."*

The Make in India Awards for Excellence is a unique initiative that recognizes valued contributions enabling India to establish its position as a global leader. It honours the contributions of companies, organizations, institutes and individuals who have shown exceptional performance and growth in their respective areas of interest.

### About Orient Electric

Orient Electric is part of the growing US \$1.6 billion 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 32 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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