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Orient Electric Awards Digital Mandate to DigitasLBI

By [AdAge India Bureau](#), Published on Sep 7, 2016, 11.14 AM IST

[DigitasLBI](#) has bagged the digital media mandate for [Orient Electric](#). The account will be handled from agency's Delhi office.

The mandate involves developing a comprehensive communication strategy for the brand and increasing its digital footprint across channels. The agency rolled out the new communication for the brand on September 1, 2016.

In making the selection [Anshuman Chakravarty, Head Branding and Corporate Communication, Orient Electric](#) said "We are excited about our association with DigitasLBI and see them as a perfect partner to lead our digital strategic initiatives. The way information is consumed nowadays has drastically changed with the sweeping digital transformation. We are confident that their thorough understanding of the digital landscape will help us achieve consistent branding and improved customer engagement in line with our business objectives."

Commenting on the business win, [Vineet Singh - Client Partner, DigitasLBI](#) said "Orient Electric has always brought smart solutions to its consumers via continued evolution. We at DigitasLBI are extremely excited to become a part of their journey and help augment their vision. Our insights, our proprietary tools and our strategic creative approach will help us enable Orient Electric to further develop an integrated approach towards reaching their consumers in the digital space."

The brand has recently introduced its smart fan range - Orient Ecogale with BLDC technology.

In this article:

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