

PRESS RELEASE

Orient Electric enters low-voltage switchgear market

New Delhi, October 07, 2015: Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, today announced its entry into the Low Voltage (LV) Switchgear category with a wide range of technologically advanced safety products. The company has collaborated with a leading European switchgear company to manufacture a range of 'safe, reliable and energy efficient' products for the Indian and international markets. Orient Electric's smart range of energy-efficient LV Switchgear products includes MCB (Miniature Circuit Breakers), RCCB (Residual Current Circuit Breakers), Isolators and Distribution Boards.

Speaking on this occasion, **Rakesh Khanna, CEO, Orient Electric** said, *"We have travelled a long distance from being 'only a fans' company to a 'One-stop Brand' for home electrical solutions including fans, lighting, home appliances and now Switchgears. We have always met the rising aspiration of our consumers and today when consumers are getting more aware about safety, I think it is a very opportune time to come up with these safety products which meet the highest international levels of safety and quality. I am delighted to say that the initial response from the market has been good for our entire Switchgear range of products."*

He further added, *"LV Switchgear is a fast growing segment, owing to increased safety awareness. The demand for electrical switchgear products in both residential and commercial sectors is going to escalate substantially in the near future. This segment, which is worth Rs 2000 crores, is estimated to grow at a CAGR of 15% for the next few years and we are confident to capture a significant share in the market by rolling out quality products in the mid-premium price segment. We are closely working with the category influencers, in order to increase consumer awareness."*

Orient Electric is the first Indian electricals major 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.

Mr. Ashok Kumar Singh, Switchgear Business Unit Head, cited, *"We are manufacturing the entire Switchgear range at our state-of-the-art manufacturing facility based at Noida. The plant has a fully*

equipped R&D centre for developing industry leading products and we have an annual capacity to produce 30 Lac MCB poles and 1.5 Lac RCCBs.”

When asked about market penetration strategy, he further stated, “We are focusing more on retail customers initially to gain consumer confidence, gradually as we roll out our products across India, we will also focus on projects and institutional sales. We will be targeting major cities first and then plan to pan out across India.”

Safety, precision, modularity and durability are the key features of differentiation in Orient Electric’s Switchgear products. The entire product range adheres to the highest International standards and also addresses the needs of Indian consumers. With switchgear added to its portfolio, Orient Electric has consolidated its position as an integrated home electrical solutions provider, with a wide range of Smart products including fans, lighting solutions and home appliances already in its bouquet of offerings.

About Orient Electric

Orient Electric is part of USD 1.6 billion diversified CK Birla Group. Orient has been a household name in the Indian fan Industry for over 60 years. With its state-of-the-art manufacturing facilities in India and operations spanning over 30 countries in Asia and Africa, the brand has earned the trust of millions of customers worldwide by providing high-quality, innovative products.

With its existing strengths of performance, reliability and innovation, the brand is already present into the lifestyle product segments which include lighting, home appliances, fans besides Switchgear. Orient Electric is now a one-stop shop for lifestyle home solutions. For more information, visit us at www.orientelectric.com.

About CK Birla Group

The CK Birla Group is a US\$1.6 billion diversified conglomerate that over the years has developed a strong footprint in manufacturing, engineering, technology, hospitals and education. With over 20,000 employees, 30 manufacturing facilities and a customer base that includes some of the world's best-known companies, CK Birla Group’s businesses are present across five continents. For more information, visit us at www.ckbirlagroup.com

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