

## Orient Electric launches nation-wide ‘Scratch & Cash’ offer on fans

**National, July 15, 2019:** Orient Electric Limited, part of the diversified USD 2 billion CK Birla Group, has announced the roll-out of a nationwide ‘Scratch and Cash’ scheme on purchase of Orient Fans. The offer gives consumers a chance to avail instant discount or cashback of up to Rs. 5,000 on purchase of any Orient fan from authorised retail outlets. Consumers have the chance to win more than 2 lakh prizes under this special offer which runs from 10<sup>th</sup> July to 30<sup>th</sup> September 2019. The ‘Scratch & Cash’ offer is applicable on purchase of all types of Orient Fans wherein one scratch coupon is being offered on purchase of every fan.

**Atul Jain, Executive Vice President, Orient Electric Ltd said,** *“This unique offer is our way of thanking Indian consumers for the trust they have placed in our brand. The ‘Scratch & Cash’ scheme will not only benefit the end consumer but will also help in spurring sales of Orient fans in the current season, which generally tends to subdue during the monsoon. Interestingly, the demand for portable fans increases during this quarter and we hope that this scheme will support the sale of our recently launched 5-blade Wind-Pro series of table, wall and pedestal fans with concentric winding. We are hopeful that this scheme will create a lot of excitement in the market.”*

Orient’s 5-blade Wind-Pro series of portable fans features the revolutionary CTX (concentric winding) technology which ensures silent operation, high air thrust and low power consumption along with higher reliability. The use of concentric winding eliminates electrical imbalance, thus reducing the motor noise. In addition, the dual coated wire improves insulation and eliminates motor/stator failures. Orient Wind Pro fans give an impressive air delivery of 95 CMM.

It has recently introduced India’s first IoT-enabled and voice-controlled fan “Aeroslim” under its successful Aeroseries range of aerodynamically designed silent fans.

Orient Electric is today the largest manufacturer and exporter of fans from India with more than 60% market share in exports and a presence in over 40 international markets. In the domestic market, it has a well-organised distribution network driven by over 4000 dealers, 1,25,000 retail outlets and a strong service network covering 450 cities. It carries an extensive range of ceiling fans, table fans, wall fans, stand fans, pedestal fans, exhaust fans and multi-utility fans to suit varied aesthetic preferences and usage environments.

Orient Electric has been a consumer validated Superbrand for three consecutive years.

### **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](http://www.orientelectric.com). Shop online at [www.orientelectricshop.com](http://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](http://www.ckbirlagroup.com)

#### **Media Contacts:**

##### **Orient Electric**

Anshuman Chakravarty, [anshuman.chakravarty@orientelectric.com](mailto:anshuman.chakravarty@orientelectric.com)

Naveen Kumar, [naveen.kumar2@orientelectric.com](mailto:naveen.kumar2@orientelectric.com)

##### **Genesis Burson Marsteller**

Shankhadipa 9999956546 [shankhadipa.Talukdar@genesis-bcw.com](mailto:shankhadipa.Talukdar@genesis-bcw.com)

Sanya Kundra 7290012720 [sanya.kundra@genesis-bcw.com](mailto:sanya.kundra@genesis-bcw.com)

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