

Orient Electric launches new range of emergency LED lights

National, February 08, 2021: Orient Electric Limited, part of the diversified USD 2.4 billion CK Birla Group, has launched its new range of Emergency LED lighting solutions which provide backup lighting for up to 4 hours during power outages. The range includes LED bulb, LED Batten, LED Recess Panel and Bulkhead which can be used as regular lighting source and when power cut happens, they automatically switch to emergency mode to light up your space thus enabling normal work activities to continue.

Puneet Dhawan, Executive Vice President, Orient Electric said, *“Frequent power cuts disrupt normal life and can greatly affect businesses such as small retail shops, salons, food outlets, mobile retailers etc. Given this background, we have introduced our new range of emergency LED lights comprising of bulbs, battens, recess panels and bulkheads for homes, small office, and retail shops. These emergency LED lights are similar to the LED lights that we currently use and fit into the same sockets, however they switch on to emergency mode once electricity supply is disrupted and provide 4 hours of back up. They revert to normal operation when the electricity is restored and get recharged during the normal course of usage. Interestingly they can be used as a portable light source as well, so for example the emergency LED bulb can act as a headlight for a bicycle. Completely Made in India, our emergency LED lights are energy efficient and have a short payback period. With this launch, we intend to promote and grow this category while giving consumers an opportunity to have high quality, branded emergency lighting fixtures.”*

Orient’s new Emergency LED lights feature in-built battery which automatically charges during regular power supply and as soon as there is a power cut, emergency mode is activated. Reliable and cost effective, Orient’s Emergency LED lights come with over charging protection and long maintenance-free life of up to 25,000 hours. The company has also started a dedicated SMS Service to create product awareness and facilitate sales wherein interested customers can send the text **“EMLIGHTS”** to **“56161”** for details.

Orient Electric is one of the fastest growing lighting companies in India with a diverse LED-centric portfolio and a fully integrated R&D and competence centre which focuses on electronics and design of drivers and PCB for LED products. Across its lighting portfolio, the company is working to bring innovative products which are healthier, safer and energy efficient.

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

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