

PRESS RELEASE

Orient Electric opens its first exclusive 'Smart Shop' at Karnal

Karnal, India – April 03, 2016: Orient Electric, part of the diversified Indian conglomerate CK Birla Group, today opened its exclusive 'Orient Electric Smart Shop' at Karnal, Haryana which will carry complete range of Orient Electric products under one roof. The spacious store serves as a one-stop shop where consumers will be able to see, touch, feel and purchase various products of Orient Electric including Fans, Lighting, Home Appliances and Switchgear. The store opening was attended by senior company officials and local residents.

Commenting on the momentous occasions, **Mr. Rakesh Khanna, CEO, Orient Electric** cited, "We are all excited at the opening of our first Smart Shop, it will help us cater to the aspiring needs of customers with our wide range of electrical solutions. Orient is today one of the most trusted consumer electrical brand and we want to take the brand experience closer to our customer. The Smart Shop will not only house our entire range of products but also have a Service window. We aim to successfully deliver our brand promise while expanding our reach and increase visibility. The store will also offer value added services to add to the customer delight. In 2016 – 17, we are planning to add many more Smart Shops.

Orient Electric is today the largest manufacturer and exporter of fans. In the period of 18 months, the company has extended its product portfolio with latest offerings. Being the pioneers of innovation in this segment, this year a complete new range of BLDC fans which consume lesser than 50% energy will be made available to the customers. Similarly in LED Lighting segment, Orient is the third largest manufacturer. The current offerings in LED lighting solutions cover home, office, retail and industrial requirements. In the home appliances segment, Room Coolers with a revolutionary 4-way cooling technology have been introduced. A varied product mix in home appliances range includes juicer mixer grinders, mixer grinders, toasters, electric kettles, rice cooker, geysers, and water heaters. In the Switchgear segment, MCBs with the revolutionary SDB (Snap Disc Bi-Metal) technology which provides threefold advantage – precise tripping, better repeatability and longer life have been launched. The Switchgear range includes MCB, RCCB, Isolators and Distribution Boards.

A trusted name in the fans industry, Orient Electric has received many awards and accolades for its steadfast commitment to quality and innovation. It has been listed as one of the top 15 most trusted Indian brands in the consumer durables category consecutively in 2014 and 2015. It has also received the Superbrands status in 2015.

The Orient Electric Smart Shop is located at a prime location with high visibility near Furniture Market, Old GT Road, Karnal, Haryana.

About Orient Electric

Orient Electric is part of USD 1.6 billion diversified CK Birla Group. Orient Electric 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 35 countries, the brand has earned the trust of millions of customers worldwide by providing high-quality, innovative products. It offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. Orient Electric

has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit us at www.orientelectric.com. Shop online at www.orientelectricsshop.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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