

Orient Electric rolls out new TV ad with MS Dhoni to promote its IoT-enabled air coolers

YouTube URL - <https://www.youtube.com/watch?v=tp1V3Fcm90Q>

National, April 23, 2019: In line with its marketing strategy for the summer season, Orient Electric, part of the USD 1.8 billion CK Birla Group, has launched a new TVC campaign featuring long-standing brand ambassador MS Dhoni to introduce its new range of IoT-enabled air coolers.

The TV ad starts with Anushka Sen, who plays the role of MS Dhoni's on-screen niece "Chikki", enjoying the powerful air throw of Orient air cooler. The next frame shows MS Dhoni's entry where she compares the features of the air cooler with Dhoni's batting prowess. This is followed by MS Dhoni getting a call from his wife to which Chikki mischievously points out how Orient's new air cooler can also be controlled via mobile just like him.

Saurabh Baishakhia, Sr. VP and Business Head, Home Appliances, Orient Electric Limited said, *"We are continuously focusing on using technology led innovation to create the differentiation that the new age consumers expect. By introducing a complete lineup of IoT-enabled air coolers which can be controlled via Orient Smart mobile app and voice assistants (Alexa & Google Assistant), we have clearly created a differentiator in the segment. The new TV commercial brings out the characteristic features of our air cooler range by means of a witty dialogue between MS Dhoni and Chikki. I am sure that this TV spot will capture the audience attention and create a lot of excitement about Orient's IoT-enabled air coolers."*

Sagar Mahabaleshwarkar, CCO, Contract said *"It's not just talking about a new range of coolers but also the fact that it comes from the house of Orient. Which is why it was imperative to use the larger narrative that has been used for Orient Electric time and again, that of MS Dhoni and his on-screen niece 'Chikki'. And subsequently humanise all the innovative features of the coolers within it."*

Souvik Datta, ECD, Contract Delhi added, *"MS Dhoni is known as Captain Cool and that's known to all. And this alias nicely summarises the values we would want Orient coolers to stand for. So, we just created a moment, where a parallel is drawn between Captain Cool and Orient coolers in a simple and charming way."*

Orient Electric offers a complete range of air coolers in different shapes, sizes, capacities and materials to suit varied aesthetic preferences. Some of the key features of Orient's air coolers apart from the IoT controls are Honeycomb pads with DenseNest technology ensuring 25% more cooling, fan blades with AeroFan technology for longest air delivery with low operating

noise, Auto Fill function and Anti mosquito breeding. With unique features and new-age technologies, Orient air coolers range is creating a new benchmark in air cooling.

The new TV ad will be strongly flanked by print and digital.

TVC Credits –

Brand: Orient Electric / Brand Custodian: Anshuman Chakravarty / Creative Agency: Contract Delhi / Production House: Paper Planes Pictures

About Orient Electric

Orient Electric Limited, part of USD 1.8 billion diversified CK Birla Group, is a trusted brand for consumer electrical products in India, with strong manufacturing capabilities and presence spanning over 35 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 3500 dealers, 1,00,000 retail outlets and a strong service network covering more than 300 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. Shop online at www.orientelectricshop.com

About CK Birla Group

The CK Birla Group is a growing US\$1.8 billion conglomerate that has a history of enduring relationships with renowned global companies. With over 20,000 employees, 41 manufacturing facilities, service footprint across 24 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

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