

PRESS RELEASE

Orient Electric spreads warmth among homeless with ‘Winter of Hope’ campaign

- Partners with Indo-Global Social Service Society’s existing campaign ‘Winter of Hope’ as a part of their CSR initiative
- Donates 100 room heaters to benefit homeless people in night shelters across Delhi.

New Delhi, December 30, 2017: Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, has announced its association with Indo-Global Social Service Society to donate 100 units of advanced wall-mounted room heaters across night shelter homes in Delhi NCR. The activity will be carried out through their ongoing initiative ‘Winter of Hope’ to create better conditions for the homeless during harsh winter months. More than 4000 homeless people are expected to benefit through these installations. The activity was concluded in the presence of Shri Satyendar Jain, Minister Urban Development, Govt. of Delhi.

Speaking about the initiative, **Mr. Saurabh Baishakhia, Sr. Vice President and Business Head, Appliances, Orient Electric** said, *“For homeless people, Delhi winters bring a whole lot of distress especially among families with small children. While government and NGO’s are doing their bit, we at Orient Electric firmly believe in making a difference by improving the existing conditions at these night shelters. We are sure that the room heaters will bring much respite from the cold weather and provide comfort for the needy. With this initiative, we will continue to pledge and partner with various stakeholders in an endeavour to become the agents of change”*

Mr. Edwin Charles, Manager North Zone, IGSSS said, *“The initiative by Orient Electric is very thoughtful and would definitely bring a world of difference to uplift the night shelter experience for people who come here. IGSSS has been actively working for development of the vulnerable communities across the country. Through Winter of Hope campaign, we aim to create awareness about shelter facilities, help the needy people and focus on Advocacy for improving shelter facilities. We are delighted to be a part of this cause and would look forward to associate again for social welfare activities.”*

The Orient Electric room heaters are compact and can be easily mounted onto any wall, which makes it an ideal choice for even the smallest of spaces. The wall-mounted room heater distributes the heat uniformly throughout the room and is designed for quick heating, extra safety and power saving.

About Orient Electric

Orient Electric Limited 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.orientelectricshop.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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