

PRESS RELEASE

Orient Electric bags National Energy and Conservation Award 2016

New Delhi, December 16, 2016: Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, has been conferred with the prestigious National Energy and Conservation Award 2016 for its outstanding energy conservation efforts in tubular fluorescent lamps (TFL) category. The award was given by Shri Piyush Goyal, Union Minister of State for Power, Coal, New and Renewable Energy and Mines, on the occasion of National Energy Conservation Day in New Delhi on December 14, 2016. The illustrious award identifies and recognizes companies who have made systematic and serious attempts for efficient utilization and conservation of energy.

On receiving the award, **Mr. Puneet Dhawan, Sr. VP and Business Head, Lighting Business, Orient Electric** said, “We are delighted and honoured to receive this prestigious award. It serves as a testimony to our best practices, high level of technological competence and voluntary commitment to developing energy-efficient lighting solutions. We have been instrumental in promoting the sales of tubular fluorescent lamps (TFL) with an aim to encourage energy saving in households. In terms of light output, we are getting 2450 lumens from 36W TFL, which is comparatively given by 250W GLS bulb. Increased sales of tubular fluorescent lamps has resulted in more electricity saving at the user end.”

He further added, “We are today the third largest manufacturer of LED lamps in India. We are also the first lighting brand in India to have been awarded BEE 3-star rating for its LED lamps. As part of our ongoing efforts to promote energy efficiency and energy conservation, we have recently carried out a campaign to promote consumer awareness about BEE star rated LED lamps which further helped strengthen our position as category leader in the segment. I feel proud to say that we have bagged tenders through EESL to supply 11 million LED lamps to the government in the year 2015-16. We are currently executing one-of-its-kind automated street lighting project in New Delhi through EESL.”

Orient Electric has progressively set its national footprint in a short span of time and has emerged as one of the leading players in the lighting segment. Today it offers a huge selection of aesthetically pleasing and technologically advanced consumer and professional luminaires. It has state-of-the-art manufacturing facilities at Noida and Faridabad, and an established competence centre at Noida which works on various elements but largely focuses on electronics and design of drivers and PCB for LED products.

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.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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