

Orient Electric launches air circulating luxury chandeliers

- *Aims to create a new organised category for air circulating luxury chandeliers in India.*
- *Orient's Eleganza range of air circulating chandeliers with mood lighting comes with the promise of free installation and reliable after-sales service.*

National, January 16, 2020: Orient Electric Limited, part of the diversified USD 2.4 billion CK Birla Group, has launched its new Eleganza series of air circulating luxury chandeliers with three mood lighting modes. The company is targeting to not only grow this category exponentially, but also build a dominant share in the next two years. Orient Eleganza range includes three alluring, distinctly featured air circulating luxury chandeliers.

Atul Jain, Executive Vice President, Orient Electric Limited said, *"With rising aspirations and affluence driving consumer spending in India, there is an ever-increasing demand for world-class luxury products and services that offer unique experiences. Interestingly, the craving for luxury lifestyle is no longer confined to Tier-1 cities only but is equally prevalent in Tier-2 & Tier-3 cities. We want to leverage on the fast-growing premium end of products to further strengthen the brand's premium positioning."*

He further said, *"We are offering our consumers a "piece of art" for their homes, with added convenience of air circulation. We are confident that our air circulating luxury chandeliers featuring exquisite designs and detailing will capture the imagination of the discerning Indian consumers. They come with free installation and reliable after-sales service. We have reasonably priced the Eleganza series to make this luxury affordable."*

Orient Eleganza combines the comfort of an air circulator with the elegance of a chandelier in one single fixture. The collection comprises three air circulating chandeliers namely Eleganza-01, 02 & 03, in different sizes, styles and colours to suit different décor settings. Flaunting intricate crystal work, Orient Eleganza chandeliers feature retractable ABS blades and 3-colour LED lights to match your mood or room décor. One can easily control the lighting and extend or conceal the blades as per requirement using the remote control. Pricing for the Orient Eleganza series of air circulating luxury chandeliers starts at Rs. 17,500.

About Orient Electric Ltd.

Orient Electric Limited, part of USD 2.4 billion diversified CK Birla Group, is a trusted brand for consumer electrical products in India, with strong manufacturing capabilities and presence spanning over 40 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 4000 dealers, 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

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