

PRESS RELEASE

Orient Fans gets the prestigious ‘Superbrand 2017’ status

New Delhi, November 29, 2017: Orient Fans, a business vertical of Orient Electric, has been conferred with the Superbrand status for 2017 by leading independent brand arbiter Superbrands India. It has retained the prestigious status for the second time after getting it earlier for the year 2014-15.

Orient Fans has been recognised for maintaining the highest standards of product integrity and category development. It emerged as a powerful entity in its category after a thorough evaluation process by eminent professionals in marketing and advertising. Also, it ranked amongst the top 10% of all brands across categories in India. This year’s effort was endorsed by 19,151 people who scored across 1343 brands and 200 categories.

Mr. Atul Jain, Sr. VP & Business Head, Fans, Orient Electric expressed his delight and cited, “It’s truly an honour to retain the consumer validated Superbrand status. This recognition serves as a testimony to our commitment to achieve and exceed industry benchmarks in quality and processes. The competition today does not come from peers but from challenging and raising the bar for ourselves, in delivering innovation, efficiency, performance and design. As always, we will continue disrupting the market with breakthrough innovation in fans category.”

Orient is the largest manufacturer and exporter of fans from India with more than 60% share in exports and a presence in over 35 international markets. In the domestic market, it has penetration up to the small towns with a retail reach of 1 lakh retail outlets and has a strong service network covering 144 cities aided with a 24x7 call center.

Orient Electric, as a unified brand operating across four business verticals of Fans, Lighting, Home Appliances and Switchgears, has also been conferred with the ‘Business Superbrand’ status for 2016.

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 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. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions including fans, home appliances, lighting and switchgears. For more information, visit www.orientelectric.com. Shop online at www.orientelectricshop.com