

# Orient unveils its new brand identity, consolidates businesses to be a lifestyle home solutions provider



**Pune(Voice News Service):-** Orient Electricals, part of the diversified Indian conglomerate, CK Birla group, recently unveiled its new brand identity 'Orient Electric'. Speaking on the occasion, Mr CK Birla, Chairman, CK Birla Group said: Orient Electric has evolved from a product company to a lifestyle home solutions pro-

vider.

Speaking on the occasion, Mr Manoj Verma, CEO, Orient Electric said: With the new repositioning, we have augmented our in-house manufacturing and R&D capabilities to provide products and solutions with the highest standards of efficiency, consistency and safety, delivered in the simplest manner. Our new integrated communications campaign 'Switch to smart' embodies a mind-set that is true to today's smart consumers who are seeking lifestyle and convenient solutions.