

Press Release

Orient Electric sets industry benchmark with the launch of very silent, very powerful Aeroquiet Ceiling Fan

- *Launches brand campaign featuring MS Dhoni that draws attention to silence and highest air delivery addressed by the new Aeroquiet Fans*
- *Campaign also reinforces Orient Electric's overall positioning of a contemporary home solutions brand for the new generation of smart consumers*

TVC Link - <https://youtu.be/gyOmO4KGCRk>

- <https://youtu.be/lhASq4FhZ6s>

New Delhi, February 23, 2017: Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, today announced the national launch of its new Aeroquiet ceiling fan which promises highest ever air flow with heavenly silence. First in the company's Aero Series range of premium ceiling fans, Aeroquiet sets new standards in the segment with its one-of-a-kind design and exceptional performance.

Orient Electric has roped in long-standing brand ambassador MS Dhoni to run an integrated brand campaign including TVCs, social media, radio and print advertisements. **MS Dhoni was also part of its international launch, recently held in Madrid, Spain.** The campaign features two ads showcasing the daily struggles of an Indian family given the noise of fans. Dhoni is seen urged by his niece in both the ads to put an end to this misery and switch to the very silent, very powerful Orient Aeroquiet fan. The creatively tailored ads emphasise on the three defining aspects of Aero Series fans which include **silence, high air delivery and aesthetics**. Designed to bring alive exclusivity, this fan packs a punch when it comes to specifications which include a very powerful 18 pole motor for smooth operation and 3D aerodynamic design for maximum air delivery.



MS Dhoni at the international launch of Aeroquiet in Madrid, Spain

Commenting on the launch of the new ceiling fan, **Rakesh Khanna, CEO, Orient Electric said**, "While the world has changed, in the name of innovation, fans have seen some aesthetical augmentation over the years, but in principal they have remained the same. We are proud that for the first time we are introducing a breakthrough in fans clearly addressing an important, though latent need for silence while ensuring highest ever air delivery, backed by 3D aerodynamic design. This is the fan for the millennials and for the enlightened, empowered and demanding consumers of today who seek more depth and meaning with their purchases.

Aeroquiet is a perfect example of greatest achievement in terms of technology, creativity, craftsmanship and design. We will be soon announcing more variants in our Aero Series range of fans. The fan will be available in stores as well as on our E-commerce portal www.orientelectricshop.com and other leading marketplaces like Amazon, Flipkart and Snapdeal. Orient Aeroquiet is priced at INR 4,750.”

Elaborating the concept, Rakesh Khanna said, “With Aeroquiet, we have focused on three defining aspects which include reduction of sound, increase in air delivery and aesthetics. This fan features advanced aerodynamic profiled blade design which ensures maximum air throw and silent operation. Aeroquiet gives an impressive air delivery of 240 CMM, highest ever in the segment. It has a functional minimalist design which offers the flexibility to blend it in any possible setting, be it a drawing room, bedroom or an office.”

Orient Aeroquiet has a sweep of 1200mm and has 100% rust-free blade made of high-grade glass filled compounded ABS which provides strength to the blades, thus making it bend-proof and rust-proof and easy to clean. It comes with the sturdiest 18-pole heavy motor with double ball bearing for smooth and silent operation. When it comes to styling, this fan is a sheer winner with its curvaceous silhouette and high gloss premium PU finish. It has an integrated design of top and bottom canopy with spindle cover, and a stainless steel decorative rim on the top which adds to the premiumness.

Orient Electric is running a comprehensive 360-degrees marketing campaign in print, TV, radio and digital to raise brand awareness and reach target audience.

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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