

News monitored for: C K Birla

Orient Electric campaigns for LED lighting

New Delhi: Orient Electric, part of \$1.6 billion diversified C.K. Birla Group, has launched an integrated brand campaign for LED lighting. The campaign featuring Mahendra Singh Dhoni urges Indian consumers to shift completely from conventional to LED lighting and highlights the ability of Orient Electric's LED lighting to offer significant savings on electricity bills. With the launch of the campaign, Orient Electric is also expanding its portfolio of LED Lighting to reach out to the mass market.

Explaining the rationale behind the TV campaign, Orient Electric chief executive officer Rakesh Khanna said, "Today, consumers understand and accept that LED is a superior technology, runs longer and consumes less power. However, many of them are yet to switch lighting at their homes and office to fully LED. This is depriving them of real benefits and maximum savings on their monthly electricity bills. Through this impactful campaign, we want consumers to adopt LED Lighting more holistically. Our new range of LED lighting products is also in line with this thought and reflects our confidence in the potential of LED as the future of the industry."