

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

Guwahati, April 22: Orient Electricals, part of the diversified Indian conglomerate, CK Birla group, recently unveiled its new brand identity 'Orient Electric'. The country's oldest and largest manufacturer of fans Orient is making a shift from being a significant player in the Indian fan Industry to an integrated home solutions provider for the next generation, aspiring for smart home solutions. Aiming to offer an enhanced customer experience, Orient Electric is all set to increase the brand's cool quotient with its wide range of aesthetically designed, energy efficient lighting products, fans and home appliances.

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 provider. This consolidation will enable the brand to embark upon a journey towards fulfilling the growing needs of a new generation of users. Geographical expansion will also take Orient Electric into highly evolved as well as emerging markets across the globe.

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.