

Orient Electric: Fueling Growth Through Customer-Centric Innovation

Anika Agarwal, Chief Marketing and Customer Experience Officer, Orient Electric cites customer centricity and unwavering commitment to innovation stand as the twin pillars of organization's strategic growth journey

Can you briefly share the key strategies that have been pivotal in shaping the success of your brand?

Customer centricity and our unwavering commitment to innovation stand as the twin pillars of Orient Electric's strategic growth journey. Customer-centricity is embedded in our DNA, guiding everything from product development to marketing strategies. Simultaneously, innovation fuels our growth, enabling us to pioneer groundbreaking solutions, meet evolving market demands, and cement our position as market leaders. We invest heavily in research and development and continue to embrace emerging technologies and trends to deliver groundbreaking solutions that meet and exceed customer expectations. Over the years, we have continued to maintain brand consistency across all touchpoints which has been pivotal, fostering trust and recognition. By combining our brand's rich heritage with a future-focused approach centered on our customers, we've been able to not only maintain but also strengthen our position in the market, ensuring the brand's enduring success in the years to come.

How does your brand stay connected with its customer base while adapting to ever-changing consumer behaviour?

At Orient Electric, all our efforts are directed towards understanding the consumer needs amidst fast evolving consumer lifestyle and ensuring brand relevance in their minds. As a consumer-centric brand, we endeavour not just to adapt but to unravel and surface the latent consumer needs and meet them with apt solutions which make life simpler and experiences better. We continue to focus



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on leveraging data analytics to gain deeper insights into consumer behaviour which enables us to deliver consumer-centric products. This approach has enabled us to develop and deliver a number of differentiated and first-to-market products such as silent Aero series fans,

EyeLuv series of health-centric lighting, energy-efficient fans & air coolers, MCBs with SDB technology, and Cloud3 cooling fan with Cloudchill technology, among others. Also, keeping pace with the digital and technological revolution that is changing consumer behaviour with the

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adoption of smart devices and the emerging trend of Internet of Things (IoT), we have introduced a range of products based on IoT platform across categories. Our smart fans, air coolers and lighting solutions have been very well received by the market.

Besides this, our marketing efforts are also aligned with the needs, expectations, and perspectives of our customers. We continue to invest in building a strong brand identity and ensuring brand relevance in consumers' minds. We are continuously working towards improving the customer experience across all brand touchpoints. Every interaction our customers have with our brand is an opportunity for us to reinforce their trust. From seamless purchasing processes across channels to responsive customer support, we are dedicated to delivering exceptional experiences that leave a positive impression. Additionally, we maintain robust feedback loops, actively seeking and incorporating consumer insights to shape our offerings and strategies. These agile practices ensure that we not only meet but anticipate and exceed evolving consumer expectations. In essence, understanding consumer need gaps is the cornerstone of our brand's ability to stay relevant, competitive, and customer-focused in an ever-evolving market landscape.