

Innovation and customer centricity are central to **Orient Electric's** growth strategy



RAKESH KHANNA, MD & CEO, Orient Electric Limited

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Given the ever-changing consumer landscape, how central is innovation and customer-centricity to maintaining a competitive advantage?

>> Consumer behaviours and preferences are changing rapidly and forever, forcing brands to be more perceptive, relevant, responsible, and innovative than ever before. 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. A recent testament to our commitment to situational relevance and

customer-centricity is UV Sanitech, a sanitisation appliance that we introduced during the first Covid-19 wave. This need-of-the-hour product has been much appreciated by the consumers.

We listen to and learn from our customers and have been investing heavily over the years to map the societal and behavioural changes and predict the emerging trends that will shape the future. Our innovation spree is aptly demonstrated by first-to-market, customer-centric products such as Eye-Luv series of health-centric lighting, energy-efficient fans & air coolers, and silent Aer-

oseries fans, and MCBs with SDB technology, among others. All these innovations are an upshot of our consistent investments in R&D and consumer insights.

How is Orient Electric contributing to India's energy conservation efforts?

>> We are committed to the cause of energy conservation and are working closely with institutions like BEE, EESL etc. to bring in energy-efficient and cost-effective solutions for Indian consumers. Our sustained investments in indigenous design and manufacturing have enabled us to emerge as a frontrunner in the

space of energy-efficient products which include BLDC fans, Inverter air coolers and a wide range of LED lighting solutions. Our Lighting business is credited with many firsts in the industry, from being at the forefront LED transition in the country, to being the first to receive BEE 5-star rating for LED bulbs. Our 9W self-ballasted LED Bulb was recently recognised by BEE as the 'Most Energy Efficient Appliance of the Year 2021' under LED bulb category. We carry an impressive product portfolio centred around energy efficiency and will continue to expand it.