

PRESS RELEASE

## Orient Electric eyes over 50% market share in the premium fans segment

Kolkata, August 22, 2018: Orient Electric Limited, part of the diversified USD 1.8 billion CK Birla Group, showcased its complete range of premium ceiling fans at a press conference held in Kolkata, West Bengal.

The phenomenal success of Aero Series range of aerodynamically designed silent fans has taken Orient Electric to No. 1 position in the premium fans segment with over 40% market share. The company plans to take its share in the segment to over 50% in the next one year. It also revealed its plan of increasing market penetration in Eastern and North-Eastern India.

Atul Jain, Sr. Vice President and Business Head, Fans, Orient Electric said, *“Kolkata is the place from where the story of Orient fans started in early 1950’s and today it is a household name not only in India but in 35 countries where we export our fans. Our Kolkata factory is India’s first fans manufacturing plant and it is recognized globally for producing the finest range of TPW (table, wall, pedestal) fans. It would be interesting for you to know that every second fan exported out of India is an Orient fan.*

*Over the years, Orient as a brand has transformed itself to connect with the new age customers who are experimenting more, however, they are equally price sensitive like the last generation and are looking for products which are aspirational yet affordable. They are switching from value-led purchase to smarter purchase and don’t mind spending marginally higher if it makes their lives easier and offers a pride of possession. This is exactly what we are offering with our Aero Series range of premium ceiling fans that focuses on high air delivery, silent operation and elegant aesthetics. Priced over Rs. 4000, given their form and functionality, these fans are available in different styles and finishes, and are finding huge acceptance with the customers. We are moving forward in line with the recent buying trends in the category that shows a clear shift in focus towards premium fans.”*

He further added, *“Markets in East and North-East Indian states are expanding rapidly, owing to increased electricity connection, rising incomes in the rural markets and longer stretches of hot and humid climate. We feel that there is ample opportunity to increase our market penetration.”*

**Disclaimer:** This press release contains some statements on our business or financials which are forward looking. Our actual results may be materially different from these forward-looking statements.

## About Orient Electric

Orient Electric Limited is part of USD 1.8 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. In the domestic market, it has a well-organised distribution network driven by over 4000 dealers, 1,00,000 retail outlets and a strong service network covering more than 320 cities. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions with a diverse selection of fans, home appliances, lighting and switchgear. For more information, visit [www.orientelectric.com](http://www.orientelectric.com). Shop online at [www.orientelectricsshop.com](http://www.orientelectricsshop.com)

## About CK Birla Group

The CK Birla Group is a US\$1.8 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](http://www.ckbirlagroup.com)