

## Orient Electric lights up iconic buildings across India in Tricolour for Independence Day

**National, 14<sup>th</sup> August 2023:** Orient Electric Limited, part of the diversified \$2.8 billion CK Birla Group, has illuminated a number of landmark buildings and sites across India in Tricolour in celebration of India's 77<sup>th</sup> Independence Day as part of its #OrientLightsUpIndia initiative. The list includes prominent locations like Rail Bhawan, Baroda House and Travancore House in New Delhi, Varanasi Cantt Railway Station, Bareilly Junction railway station, Rani Kamalapati Railway Station in Bhopal, Ganga Barrage in Kanpur, Bharathi Park in Pondicherry, and Leh Main Gate, Shanti Stupa and the gate of Mahabodhi International Meditation Center in Leh.

**Puneet Dhawan, Executive Vice President, Orient Electric** said, *"We are proud to have illuminated these places of cultural and historic significance in Tricolour with our Façade lighting solutions for the Independence Day. We hope this will help create a unique visual experience for the visitors while igniting the spirit of patriotism. As a leading player in Façade lighting, we are closely working with the Government bodies across the country to illuminate iconic buildings and sites, bringing them to life with intriguing lighting effects. It's important to note that execution of façade lighting projects require great technical expertise and architectural design sensibility. The right combination of light fixtures, colours, and effects can add style and character to any building or structure, creating a captivating display that will catch the visitors' attention. We have successfully developed design competencies in façade lighting to deliver exceptional projects, innovations, and experiences for our clients."*

Orient Electric has used indigenously developed Façade lighting solutions to illuminate these iconic buildings, with the option to program lighting levels, colours, and effects through controllers. The company refers to these beautifully lit structures as 'Lightstallations'. Orient Electric carries a wide range of Façade lighting solutions including LED Linear profiles, Spotlights, Projectors, Uplighters, Underwater lights, Controllers, and other accessories.

### About Orient Electric Ltd.

Orient Electric Limited is part of USD 2.8 billion diversified CK Birla Group company with strong manufacturing capabilities and presence in over 30 countries. It is a trusted brand for consumer electrical products in India, offering a diverse portfolio of fans, lighting, home appliances, switchgears, and other electrical solutions. In the domestic market, it has penetration up to the small towns with a well-organised distribution network reaching 1,25,000 retail outlets and a strong service network covering more

than 450 cities. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit [www.orientelectric.com](http://www.orientelectric.com).

#### **About CK Birla Group**

The CK Birla Group is a growing US \$2.8 billion conglomerate that has a history of enduring relationships with renowned global companies. With over 25,000 employees, 41 manufacturing facilities, 21 service delivery locations, numerous patents and awards and a customer base that includes some of the world's best-known companies, the Group's businesses are present across five continents. For more information, visit us at [www.ckbirlagroup.com](http://www.ckbirlagroup.com)

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