

Orient Electric launches ChefSpecial range of kitchen appliances

National, July 14, 2021: Orient Electric Limited, part of the diversified USD 2.4 billion CK Birla Group, has announced the launch of its new ChefSpecial range of kitchen appliances, starting with ChefSpecial 1200W mixer grinder and ChefSpecial 400W Nutri blender. The range has been designed with focus on three defining aspects of performance, convenience and style.

While Orient ChefSpecial mixer grinder promises superior mixing and grinding experience and retains the authentic taste, textures, flavours without losing the nutrients, the ChefSpecial Nutri blender perfectly fit in with busy lifestyles offering users a quick and convenient solution to make scrumptious smoothies, juices and more in a jiffy while retaining the essential micro nutrients thus promising health benefits. The launch is part of the company's plans to further strengthen its position in the kitchen appliances segment while also delivering great consumer experiences through differentiated products.

Salil Kapoor, Business Head, Home Appliances, Orient Electric Limited said, *"We see a huge potential in the kitchen appliances business, therefore we are continuously introducing new products with consumer-insight led designs and excellent value proposition. The busy lifestyles of today are driving consumers' quest for convenience, and they are looking for quality products which can save them time and allow them to multitask. Also, there is a clear shift towards healthy lifestyle choices. Driven by these insights, we are introducing our new ChefSpecial range of kitchen appliances with distinctive designs and user-centric features. Our ChefSpecial 1200W mixer grinder for example addresses the consumer need for finer mixing & grinding and faster processing along with enhanced safety features. The increasing customer acceptance of Orient kitchen appliances clearly reflects our commitment to product quality and innovation."*

Orient ChefSpecial mixer grinder comes with a powerful 1200W copper motor with nickel coated stainless steel blades to deliver effortless mixing and grinding experience every time, be it sambhar masala, garam masala, turmeric, or chutneys. Other salient features include Flow breakers in jars to avoid lump formation, 3-speed control, and 3-Layer safety which includes shock-proof ABS body, overload protection and lockable lids for handsfree operation. It comes with 5 years warranty on motor and 2 years warranty on the product. Orient ChefSpecial 400W Nutri blender on the other hand is a perfect kitchen companion for the health conscious, featuring a powerful motor and sharp stainless steel blades, it ensures super-fast operation and extracts micro-nutrients from fruits and vegetables, which are good for health. It comes complete with 2 unbreakable polycarbonate jars which allow users to see the ingredients inside and control the mixing process to suit their liking. Other salient features include sprinkler cap and storage lid for seasoning and storage needs, and 1.2 meters long cord wire.

Other than these two products, the company is also introducing ChefSpecial sandwich maker and 1200W Fabrifeeel steam iron.

About Orient Electric Ltd.

Orient Electric Limited is part of USD 2.4 billion diversified CK Birla Group and a 'Fortune India 500' company with strong manufacturing capabilities and presence in over 40 countries. It is a trusted brand for consumer electrical products in India, offering a diverse portfolio of fans, lighting, home appliances and switchgears. 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.

About CK Birla Group

The CK Birla Group is a growing US \$2.4 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

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