

PRESS RELEASE

Orient Electric debuts on stock exchanges and hits upper circuit at Rs. 142

Mumbai, May 14, 2018: India's leading consumer electrical player, Orient Electric Limited, today got listed at Rs. 135.25 on the Bombay Stock Exchange (BSE) & National Stock Exchange (NSE) and hit the upper circuit limit of 5% to Rs 142. The listing follows the demerger of the company from Orient Paper & Industries Limited last year.

With the stroke of the ceremonial bell at BSE, the equity shares of Orient Electric Limited started trading on BSE and NSE.

As per the Scheme of Arrangement between Orient Paper & Industries Limited and Orient Electric Limited and their respective shareholders and creditors, the Consumer Electric Business of Orient Paper & Industries Ltd has been transferred to and vested in Orient Electric Ltd. In consideration thereof, Orient Electric Limited has issued to the shareholders of Orient Paper & Industries Limited, 1 (One) equity share of Re. 1/- each of Orient Electric Limited for every 1 (One) equity Share of Re 1/- each held in Orient Paper & Industries Limited, as on the record date of 12th January 2018.

The issued, subscribed and paid-up equity capital of the company post arrangement is Rs. 21.22 crore.

Commenting on the listing of Orient Electric, Mr. Rakesh Khanna, MD & CEO, Orient Electric Limited said *"The vertical demerger of Consumer Electrical business of Orient Paper & Industries Ltd into an independent listed entity is part of a well thought out strategy to unlock true potential of this business, thus enhancing shareholder's value. It will allow both Orient Paper Industries Ltd and Orient Electric Ltd to focus on their core competencies and to pursue their independent strategies."*

Mr. Khanna further added, *"The move will allow both the companies access to varied sources of funds for rapid growth of their respective businesses. From being the oldest and the largest manufacturer & exporter of fans from India, Orient Electric today has established itself as a diversified electrical company with a wide portfolio including lighting, home appliances and switchgears. The listing now opens new doors of opportunities for Orient Electric to usher in the next phase of growth."*

The Orient Electric Ltd stock will trade under the code **"541301"** on BSE and under the code **"ORIENTELEC"** on NSE. Also present on this occasion of the company's listing were Mr. Deepak Khetrupal, Director, Orient Electric Limited and Mr. Saibal Sengupta, CFO, Orient Electric Limited and other senior company officials.

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 deep and 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. Shop online at 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

Media Contacts:

Orient Electric

Anshuman Chakravarty, anshuman.chakravarty@orientelectric.com

Naveen Kumar, naveen.kumar2@orientelectric.com

Adfactors PR

Deepti Jha, deepti.jha@adfactorspr.com

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.

Orient Electric Limited - a CK Birla Group Company CIN No.: U31100OR2016PLC025892

82, Okhla Industrial Estate, Phase III, New Delhi 110020, India Tel +91 11 40507000 Fax +91 11 40507004

Regd. Office: Unit VIII, Plot No.7, Bhoinagar, Bhubaneswar, Odisha 751012 www.orientelectric.com customer.connect@orientelectric.com