

Press Release

Orient Electric presents the ‘Song of Silence’ in its new TVC for Aerostorm fan featuring MS Dhoni

- *The TVC, which goes on air on 12th February, takes a rhythmical approach to draw attention to SILENCE & HIGHEST (300CMM) air delivery.*
- *Aerostorm sets new industry standards in the fans segment, introduces path breaking aerofoil design and winglet technology in fans*
- *Reinforces Orient Electric’s overall positioning of a contemporary electrical home solutions brand for the new generation of smart consumers.*

TVC Link: https://youtu.be/r_SvsjQbNoU

New Delhi, January 16, 2018: Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, today announced the launch of its new TVC campaign featuring the long-standing ambassador MS Dhoni to introduce its new Aerostorm super premium ceiling fan. Emphasizing on the need for silence in our lives yet with more air, the TV ad presents a beautifully composed concept of sound and visuals which depicts ‘Song of Silence’. MS Dhoni is later seen in the ad getting distracted by the sound of a magazine fall and waking up from a peaceful snooze, only to be received by his on-screen niece Chikki.

Commenting on the campaign, **Anshuman Chakravarty, Head Brand & Corporate Communication, Orient Electric** said, *“Aerostorm, the second fan in our Aero series range after Aeroquiet, is a very novel and innovative concept for the fans industry. This fan is inspired from aerofoil design of Aircraft wings and is reinforced with winglet technology which further helps in sound reduction and giving an astounding air delivery of 300 CMM. We have tried to depict the same in the newly launched TVC by making it edgy, arty, and visually appealing. Orient Electric has delivered many stimulating campaigns in the past but the depiction of this one on screen is nothing less than a treat for the eyes. I am sure that our new TV ad will capture the audiences’ attention and create a lot of excitement about the entire range of Aero series fans.”*

Mayur Hola, Executive Creative Director & Executive Vice President, Contract Advertising (India) Pvt. Ltd. said, *“For this spot in particular, we let everything affected by the new Aerostorm sing, but for the fan. With the strong air delivery of Aerostorm fan, every little or big thing flutters or moves thus creating its own music and we have tried to capture the same by creating the ‘Song of Silence’. It’s a song in praise of a great product. Creating something like this wasn’t easy but we’re happy that we have an end product that looks good and sounds pleasing.”*

Orient Aerostorm has a sweep of 1320 mm and has 100% rust-free blade made of high-grade glass filled compounded ABS which provides strength to the blades, thus making it bend-proof, rust-proof and easy to clean. The advanced aerofoil blades coupled with winglet technology is powered by an 18-pole heavy motor enabling the fan to deliver an impressive 300 CMM of air. The winglet in blade design helps minimize the air vortex and sound. The seamless design, high gloss premium finish with PU paint and UV metalized deco ring adds to the premiumness of Orient Aerostorm fan.

The TV will start airing on 12th February 2018 and will be strongly flanked by print and radio advertisement and active engagement through digital touch points.

TVC Credits:

Brand: Orient Electric

Creative Agency: Team Contract, Contract India

Production House: Green Grass films ltd.

Director: Anaam Mishra

Head of Production: Rachita Chawdhury

About Orient Electric

Orient Electric Limited is part of USD 1.6 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 penetration up to the small towns with a well-organised distribution network driven by over 3500 dealers, 1,00,000 retail outlets and a strong service network covering more than 300 cities. It offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit www.orientelectric.com. Shop online at www.orientelectricshop.com

About CK Birla Group

The CK Birla Group is a US\$1.6 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

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