

Dhoni's Diwali Surprise Steals Hearts in Orient Electric's Festive TVC

Youtube URL: <https://www.youtube.com/watch?v=MTNUcW7DxaM>

National, October 16, 2023: Orient Electric Limited, part of the diversified USD 2.8 billion CK Birla Group, has launched its new festive TVC featuring brand ambassador MS Dhoni to showcase and promote its Joylite range of festive lights. The heartwarming TVC stages the iconic cricketer revisiting his old neighborhood, evoking nostalgic memories, and spreading the light of joy and togetherness.

The TV commercial unfolds with an enchanting scene where MS Dhoni stands outside a house in the very society where he once honed his cricketing skills. An inquisitive uncle, unaware of the surprise about to unfold, seeks the reason for Dhoni's visit. In a moment of pure humility and grace, Dhoni recounts his early days when with his powerful shots, he had unintentionally smashed their house lights on numerous occasions. Just then, another neighbour playfully interjects, asking when Dhoni plans to work his lighting magic on his home as well, to which Dhoni gestures towards the entire community, which is now illuminated with the radiance of Orient Joylite festive lights. He goes on to express his gratitude for the neighbourhood that shaped him into the cricketing icon and the person he is today. The TV commercial ends with Dhoni saying "*Diwali ki raunak tab chhayegi, jab har ghar se roshni aayegi,*" reminding everyone that the true brilliance of Diwali lies in the collective radiance of every home, making it a festival larger than life, where the light of togetherness shines brighter than ever.

The ad film has been done in seven different languages making it relevant to regional audiences.

Anika Agarwal, Chief Marketing and Customer Experience Officer, Orient Electric Limited, said, "*At Orient, we have always believed in spreading happiness, and we are delighted to present our new festive TVC featuring our longstanding brand ambassador MS Dhoni to promote made-in-India Orient Joylite festive lights. Diwali, the festival of lights, symbolizes the celebration of bonds, the spirit of gratitude, and the essence of togetherness. Our TVC beautifully captures Dhoni illuminating every house in his cherished, old neighborhood with the resplendent glow of Orient Joylite festive lights, echoing the message that the true essence of Diwali is only complete when we illuminate every home and heart. We are elated to present this heartwarming story, and we hope it resonates with everyone across the country, bringing warmth, happiness, and a genuine feeling of togetherness during this special time of the year.*"

Krishna Mani, Chief Creative Officer, BBDO India, said, "*Diwali is often considered as a season of gifting. What better gift than Mahi setting up the beautiful Orient lights in the society he grew up in. That's the story of our new campaign. We wanted to tell people that Diwali only feels special when you spread joy and happiness with the ones you love.*"

The Made-in-India Orient Joylite festive lights are designed to add a touch of radiance and a sense of celebration to any space. The lineup includes Diya curtain, Star curtain, Ball curtain, Crystal LED Toran

light, Ganesh Ji and Swastik curtain, Rosary and Pixel lights, and Rope light. The company is also offering bundled Diwali gift boxes containing different combinations of Joylite festive lights through its brand store.

The TVC has gone on air on 15th October, and it will be strongly flanked by active engagement through digital touchpoints.

TVC Credits:

Brand: Orient Electric

Brand Custodian: Anika Agarwal

Creative Agency: BBDO India

Production House: Flare India Pvt. Ltd

Director: Puneet Prakash

About Orient Electric Ltd.

Orient Electric Limited is part of USD 2.8 billion diversified CK Birla Group, 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 \$2.8 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.

Media Contacts:

Orient Electric

Naveen Kumar, naveen.kumar2@orientelectric.com

Genesis BCW

Barkha Phouhat 9899505048 Barkha.Phouhat@genesis-bcw.com

Sumit Khanna 8130594696 Sumit.khanan@genesis-bcw.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.