

Orient Electric lights up Diwali celebrations with Joylite festive lights

National, October 16, 2023: Orient Electric Limited, part of the diversified USD 2.8 billion CK Birla Group, has introduced its Joylite range of festive lights inspired by the vibrant traditions and jubilant festivities of Diwali. Orient Joylite festive lights offer an enchanting collection of decorative lights 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, Rosary and Pixel String lights, and Rope light. The Orient Joylite range embodies the essence of traditional festivities with a modern touch, adding the perfect luminance to festive and other special occasions.

Puneet Dhawan, Executive Vice President, Orient Electric Limited, said, *“We understand the cultural significance of the 'Festival of Lights' in our country, and we are excited to introduce Joylite festive lights, just in time for the joyous Diwali celebrations. These Made-in-India lights are sure to enhance the festive ambiance of any setting while giving consumers an opportunity to have high quality, branded festive lights. Our versatile range extends its brilliance beyond Diwali, offering suitability for diverse celebrations such as weddings, parties, and other special occasions. As one of the leading brands in the Indian lighting industry, we are committed to delivering innovative and high-quality lighting solutions that meet the needs of the Indian consumers.”*

Available in different shapes, sizes, colours, and lengths, the Made-in-India Orient Joylite festive lights will help people give their space a quick, celebratory makeover and add a touch of elegance to your festivities. From dazzling string lights that twinkle like stars to ornate Diya lights that exude a timeless charm, the Joylite range provides a plethora of options to choose from. Unlike ordinary lights, Orient Joylite festive lights come with an array of features and benefits such as high lumen output, retention of original brightness for longer duration, thick copper wire, and India-specific custom plug, among others. The company is also offering bundled Diwali gift boxes containing different combinations of Joylite festive lights through its brand store.

Orient Electric has also launched an advertising campaign covering TV, print, and digital to showcase and promote the Joylite festive lights.

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.

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