

## Orient Electric gets ‘Superbrand 2019’ status for fans and air coolers

**National, April 17, 2019:** Orient Electric Limited, part of the diversified USD 1.8 billion CK Birla Group, has been conferred with the prestigious ‘Superbrand 2019’ status for fans and air coolers by leading independent brand arbiter Superbrands India.

Orient Electric emerged as a powerful entity in both the categories after a thorough evaluation process by eminent professionals in marketing and advertising. Also, it ranked amongst the top 5% and 10% of all brands across categories in India for fans and air coolers respectively. This year’s effort was endorsed by 18,031 people who scored across 1488 brands and 237 categories.

**Mr. Rakesh Khanna, MD & CEO, Orient Electric Limited** said, *“We are delighted to receive the consumer validated Superbrand status for two of our businesses – fans and air coolers. Our focus has always been on using technology led innovation to create the differentiation that the new age consumers expect. At a time when air coolers are still considered a commodity, we have created differentiators by introducing IoT-enabled air coolers and modular metal-bodied outdoor air coolers. In fans category, the phenomenal success of Aero Series range has helped us capture No. 1 position in the premium segment and our recently launched IoT and voice enabled Aeroslim fan is getting extremely positive response.”*

Orient Air Coolers has been awarded the illustrious Superbrand status for the first time, Orient Fans has bagged it for the third time after getting it earlier in 2015 and 2017. Orient Electric offers a wide range of Fans, Home Appliances, Lighting & Switchgear.

### About Orient Electric

Orient Electric Limited, part of USD 1.8 billion diversified CK Birla Group, is a trusted brand for consumer electrical products in India, with strong manufacturing capabilities and presence spanning over 35 countries. It offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. 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. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit [www.orientelectric.com](http://www.orientelectric.com). Shop online at [www.orientelectricshop.com](http://www.orientelectricshop.com)

## About CK Birla Group

The CK Birla Group is a growing US\$1.8 billion conglomerate that has a history of enduring relationships with renowned global companies. With over 20,000 employees, 41 manufacturing facilities, service footprint across 24 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](http://www.ckbirlagroup.com)

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