

Orient Electric rolls out new TV ad with MS Dhoni to promote its 50% energy saving i-Series fans

[YouTube URL - https://youtu.be/gzqig6hk4-A](https://youtu.be/gzqig6hk4-A)

National, 18 February 2020: Orient Electric Limited, part of the diversified USD 2.4 billion CK Birla Group, has launched a new TVC campaign featuring long-standing brand ambassador MS Dhoni to introduce its new i-Series range of fans powered by ECM technology. Orient i-Series fans save 50% energy as compared to ordinary fans leading to significant reduction in electricity bills for consumers.

In the TV commercial, MS Dhoni is at Orient Electric's R&D lab where a research engineer is trying to explain the features of the new i-Series fan using a lot of technical jargons. Disinterested, MS Dhoni starts exploring other gadgets in the room and gets his jacket stuck in one of the wind tunnels. What catches MS Dhoni's attention is when the research engineer says that these fans have "EC inverter technology". A totally amazed Dhoni confirms whether it is the same EC technology which is present in latest refrigerators and ACs. The engineer confirms the same and pulls out his smartphone to show that the fan is IoT enabled as well, saves 50% energy and works silently and efficiently even at low voltages.

Talking about the newly launched TVC, **Anshuman Chakravarty, Head Brand & Corporate Communication, Orient Electric Limited** said, *"As a trusted brand, we consider it our responsibility to provide products and solutions which are good for our consumers and also for the environment. Given the fact the fans contribute significantly to the home utility bills, we are proud to introduce i-Series inverter fans which save 50% energy as compared to ordinary fans, thus helping consumers and the nation to not only save money but reduce carbon footprint too. The new TV commercial brings out the characteristic features of our i-Series fans by means of a waggish dialogue between MS Dhoni and a research engineer. I am sure that this TV spot will capture the audience attention and create a lot of excitement about Orient i-Series fans."*

Mr. Sagar Mahabaleshwarkar, Chief Creative Officer, Contract Advertising said, *"Orient Electric is known for introducing innovative features in their fans. They have launched many firsts like the silent fan. However, we have never tried explaining the tech that goes behind making these fans. The challenge was to communicate Orient's new iSeries technology by showcasing the R&D capabilities of Orient, but in a manner that is easy to understand and entertaining at the same time. MS Dhoni, who has been the face of Orient for almost a decade adds his incomparable charisma and charm to the campaign."*

TVC Credits:

Brand: Orient Electric / Brand Custodian: Anshuman Chakravarty / Creative Agency: Contract Delhi /
Production House: Small Fry Productions

About Orient Electric Ltd.

Orient Electric Limited, part of USD 2.4 billion diversified CK Birla Group, is a trusted brand for consumer electrical products in India, with strong manufacturing capabilities and presence spanning over 40 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 4000 dealers, 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 \$2.4 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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