

MS Dhoni brings attention to harmful effects of invisible LED flicker in Orient Electric's new ad campaign

- The campaign “flicker nahin, toh ankhein sahi” is aimed at raising awareness about the harmful effects of invisible LED flicker
- The TVC features MS Dhoni urging people to detect the invisible flicker of LED lights through the help of a smartphone camera

YouTube URL: <https://youtu.be/G7TZnRrr4h0>

National, July 01, 2019: Orient Electric, part of the diversified USD 2 billion CK Birla Group, has unveiled an integrated marketing campaign to raise awareness about the harmful effects of invisible flicker present in LED lights and to introduce its new range of EyeLuv LED lights with Flicker-Control Technology. Orient EyeLuv LED's control the harmful invisible flicker present in LED lights that causes eye strain, headaches, blurred vision, fatigue and many other health complications.

The integrated brand campaign revolves around the central theme of “Flicker nahin, toh ankhein sahi”. The TV ad starts with a girl struggling to focus on studying because of eye strain while her parents stand worried to see this. At this juncture, MS Dhoni brings their attention to the invisible flicker of the LED lights in their home by pointing his smartphone camera in slow motion mode towards the light source. MS Dhoni then advises users to check flicker in the LED lights installed at their homes through the same process.

Anshuman Chakravarty, Head Brand & Corporate Communication, Orient Electric Limited said, “Our focus has always been on using technology led innovation to offer products and solutions that meet the needs and expectations of new age consumers. While lighting experts and manufacturers were aware about the harmful effects of invisible flicker in LED lights but its awareness amongst consumers was low. The Flicker Control Technology in our new EyeLuv LED range controls the harmful invisible LED flicker thus making it safer and better for overall eye health. From creating awareness around the problem to finally introducing them to the solution i.e. Orient EyeLuv LEDs, we have addressed every aspect in our new TVC. We are hopeful that this campaign will act as an eye opener for the consumers and will encourage them to check the invisible flicker in the LED lights installed in their surroundings.”

Sagar Mahabaleshwar, CCO, Contract India, said, “The first thing we decided was not to see it as a typical home solution product, which is usually told through a nice life insight and an emotional benefit kind of story. We chose a serious tone because of the nature of the problem. And looked, not at the buying TG but the one on whom it would have the most impact – the child in every home, who studies long hours every night”

In addition to Hindi, the TVC will also be released in Tamil, Kannada, Malayalam, Telegu, Marathi, Bengali and Punjabi. The TV ad goes on air on 1st July 2019 and will be flanked by print, radio and digital along with lots of on-ground initiatives where people will be made aware of flicker and given proof of how Orient EyeLuv LEDs are better and safer.

TVC credits:

Brand: Orient Electric / Brand Custodian: Anshuman Chakravarty / Creative Agency: Contract Delhi / Creative Team: Sagar Mahabaleshwarkar, Souvik Datta, Nikhil Pandey / Production House: Paper Planes Pictures / Director: Prashant Madan

About Orient Electric

Orient Electric Limited, part of USD 2 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. Shop online at www.orientelectricshop.com

About CK Birla Group

The CK Birla Group is a growing US \$2 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**

Anshuman Chakravarty, anshuman.chakravarty@orientelectric.com

Naveen Kumar, naveen.kumar2@orientelectric.com

Genesis Burson Marsteller

Shankhadipa 9999956546 shankhadipa.Talukdar@genesis-bcw.com

Sanya Kundra 7290012720 sanya.kundra@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.