

Orient Electric lights up iconic buildings across India in Tricolour for Republic Day

National, 24 January 2023: Orient Electric Limited, part of the diversified \$2.4 billion CK Birla Group, has illuminated a number of landmark buildings and sites across India in the colours of the Indian flag, ahead of Republic Day, as part of its #OrientLightsUpIndia campaign. The list includes prominent locations like Rail Bhawan, Baroda House and Travancore House in New Delhi, Varanasi Cantt Railway Station, Bareilly Junction railway station, Dobra Chanti bridge in Tehri, Rani Kamalapati Railway Station in Bhopal, Ganga Barrage in Kanpur, and Bharathi Park in Pondicherry. The company has used indigenously developed Façade lighting solutions to illuminate these iconic buildings, with the option to program lighting levels, colours, and effects through controllers.

Anika Agarwal, Chief Marketing and Customer Experience Officer, Orient Electric said, *“We are proud to have partnered with the concerned Government authorities to illuminate these places of cultural and historic significance in Tricolour with our Façade lighting solutions in celebration of Republic Day. The Tricolour illumination has been done in a way to bring out the architectural aesthetics of these buildings and turn them into a unique visual experience for the visitors while igniting the spirit of patriotism. Façade lighting as a category is growing fast in India, with one of the key drivers being the Government’s greater impetus on decorating and illuminating prominent buildings and monuments to bring them to life and promote night tourism. We are among the few Indian lighting brands that have successfully developed design competencies for such projects which require superior technical expertise, aesthetic design sensibility, and project execution capabilities.”*

The company is running #OrientLightsUpIndia campaign around this initiative, showcasing these beautifully lit buildings and also highlighting how façade lighting can add charm and character to any structure. Orient Electric carries a wide range of Façade lighting solutions including LED Linear profiles, Spotlights, Projectors, Uplighters, Underwater lights, Controllers, and other accessories.

About Orient Electric Ltd.

Orient Electric Limited is part of USD 2.4 billion diversified CK Birla Group and a 'Fortune India 500' company 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 \$2.4 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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