

Orient Electric launches decorative range of water heaters ahead of the festive season

- *The range includes storage and instant water heaters in distinctive and decorative designs to complement the modern and designer bathroom and kitchens.*
- *With the addition of new models, the company now offers one of the widest water heaters line-up in the industry with models catering to every need and space.*

National, September 24, 2020: Orient Electric Limited, part of the diversified USD 2.4 billion CK Birla Group, has announced the launch of its new range of decorative water heaters, with alluring designs and finishes in line with the evolving market trends and changing consumer preferences. The new range includes storage and instant water heaters that are sure to enhance the style quotient of contemporary kitchens and bathrooms.

The new models include Aura Neo Art instant water heater with designer marble finish and BEE 5-star rated Evapro PC and Gusto Art storage water heaters flaunting distinctive designs, in different capacities to suit varied aesthetic preferences and usage requirements. Salient features of Orient's new decorative storage water heater range are Ultra-Diamond Glassline tank for durability, Glassline coated heating element for better heating, Magnesium anode rod for enhanced tank life, Multifunction valve for enhanced safety, PUF Insulation for better heat retention and pressure bearing capacity of up to 8 bar which makes them ideal for use in high-rise buildings.

Salil Kapoor, Business Head, Home Appliances, Orient Electric Limited said, *"Consumer's expectation about product functionality, reliability and aesthetics has increased manifold and thus we are routinely introducing products that address their evolving needs. We are one of the country's fastest growing brands in the water heaters segment and are proud to be the first to introduce a complete line-up of decorative water heaters. The new range is not only built on aesthetics but is also technologically advanced and energy efficient. We are hopeful that this will help us to cater to the premium and aspirational needs of the customers and further strengthen our premium positioning in the home appliances segment. Also, with approaching festive season, we are expecting good demand over the next few months."*

Orient Electric carries an extensive range of storage, instant and gas water heaters in different sizes, shapes and capacities to cater to every need and space. The company's entire water heaters range is energy efficient and comes complete with class-leading features and warranties to ensure maintenance-free performance for years. Orient's water heaters range also includes IoT-enabled models which work on Wi-Fi and can also be controlled with via voice assistants.

Pricing for Orient's new decorative range of water heaters starts at Rs. 5990.

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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