

MS Dhoni shakes a leg in Orient Electric's new TVC promoting energy-efficient BLDC fans

YouTube URL: <https://youtu.be/CvbMkol8rW4>

- The TVC featuring MS Dhoni doing a charming hook step to the tune of 'Orient BLDC Ghoomega, Toh India Jhoomega' jingle draws attention to the energy saving benefit of switching to BLDC fans.

National, March 25, 2023: Orient Electric Limited, part of the diversified USD 2.4 billion CK Birla Group, has launched a new TVC featuring brand ambassador MS Dhoni to promote its wide range of energy-efficient BLDC fans. Orient's 5-star rated BLDC fans consume up to 50% less energy than ordinary fans thus providing significant savings on electricity bills for consumers without compromising on air delivery.

The TVC opens with 'Captain Cool' MS Dhoni entering the locker room of a tired India U19 team and switching on the Orient BLDC fan with the remote. As soon as the fan is turned on, couple of locker windows bang close hinting at the fan's superior air throw. And then the music kicks in and we see Dhoni breaking into a dance and showing the players the signature step on "Orient BLDC Ghoomega, Toh India Jhoomega". Watching Dhoni dance, the players also start dancing with full energy and gusto. The ad then goes on to show the entire India grooving to the upbeat jingle.

With this TV ad, Orient Electric aims to lead a new movement advocating the mass adoption of BLDC fans and getting the entire country to celebrate the benefits of making a switch to technologically advanced, energy efficient, and stylish Orient BLDC fans. The jingle 'Orient BLDC Ghoomega, Toh India Jhoomega' has been recreated in six different languages making it relevant to regional audiences.

Anika Agarwal, Chief Marketing and Customer Experience Officer, Orient Electric said, "At Orient, we have been at the forefront of developing and promoting products and solutions that are good for our consumers and for the environment. Our wide range of BEE 5-star rated BLDC fans that provide up to 50% saving on electricity bills without compromising on air delivery and aesthetics is a step in that direction. We have great confidence in the potential of BLDC fans as the future of the industry which has been beautifully captured in our new campaign 'Orient BLDC Ghoomega, Toh India Jhoomega'. It is an earnest effort from our side at encouraging the entire country to switch to and groove to the benefits of BLDC fans. And with MS Dhoni adding his unparalleled charisma and charm to the campaign with his helicopter shot styled hook step, this film is certainly a treat for the eyes. I am sure this will grab viewers' attention and create a lot of excitement about Orient BLDC fans."

Sagar Mahabaleshwarkar, Chief Creative Officer, Contract India said, "There's no better feeling than when you switch on a fan and that cool, calming breeze hits you in the face. And for Orient's new campaign, we made good on this insight. The brief was clear from the beginning. In a market where every competitor is talking about the functionality of BLDC fans, how can Orient stand out? For a brand

that has a rich legacy and has always been known for innovation, something simple just wouldn't cut it. We had to establish Orient as a leader in the category. So, we decided to capture that joyous moment when you switch on a fan and marry it with a catchy, energetic jingle. Taking a page from MSD's book, we devised an elegant dance hook and created a TVC which had MSD breaking into a dance for the first-time-ever in a commercial. In the process, we managed to capture the pulse of the country while ensuring that Orient becomes synonymous with the BLDC category."

The TVC goes on air on 26th March and will be strongly flanked by print, OOH, and active engagement through digital touchpoints.

Orient's 5-star rated BLDC fans provide up to 50% savings on electricity bills for consumers. Some of the company's bestselling BLDC fans include IoT-enabled & voice-controlled i-Float and Aeroslim, i-Falcon, Hector 500, i-Tome, Aeroquiet BLDC, and Ecotech Supreme, among others. Flaunting distinctive designs, Orient BLDC fans are long-lasting compared to induction motor fans on account of lesser wear and tear, provide superior air delivery, and operate silently and efficiently even at low voltages which is a common problem across India.

TVC Credits:

Brand: Orient Electric

Brand Custodian: Anika Agarwal

Creative Agency: Contract India (Delhi)

Production House: Footloose Films LLP

Director: Nishant Yadav

About Orient Electric Ltd.

Orient Electric Limited is part of USD 2.4 billion diversified CK Birla Group, 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.

Media Contacts:

Orient Electric Limited - a CK Birla Group Company CIN No.: L31100OR2016PLC025892

240, Okhla Industrial Estate, Phase III, New Delhi 110020, India Tel +91 11 40507000 Fax +91 11 40507004

Regd. Office: Unit VIII, Plot No.7, Bhojnagar, Bhubaneswar, Odisha 751012, www.orientelectric.com,
customer.connect@orientelectric.com

Orient Electric

Naveen Kumar, naveen.kumar2@orientelectric.com

Genesis BCW

Barkha Phouhat 9899505048 Barkha.Phouhat@genesis-bcw.com

Sumit Khanna 8130594696 Sumit.khanan@genesis-bcw.com

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