

Retailers in Rajasthan win big through Orient Electric's loyalty program

- Gives away prizes including Maruti Suzuki Baleno car and Royal Enfield motorcycle to the winners of Orient Connect Summer Bonanza campaign.
- Company's Orient Connect retailer loyalty program covers over 18,000 retail stores pan India.

Jaipur, June 27, 2018: Orient Electric, part of the diversified USD 1.8 billion CK Birla Group, today announced the winners of its Orient Connect Summer Bonanza campaign at a mega draw held at Jaipur in the presence of retailers, company officials and media. The first prize, a Maruti Suzuki Baleno car went to Mr. Sanjay Soni of Bharat Electronics from Nagaur, while the second prize, a Royal Enfield motorcycle, was won by Mr. Ghan Shyam Bang of Ghan Shyam Trading & Co from Nagaur as well. Launched under Orient Connect loyalty program, the mega campaign ran for a period of three months and comprised of 4 Lucky Draws and 1 Mega Draw under which the participating retailers won a number of exciting prizes.

Speaking on this occasion, Mr. Sunil Singh, Head Sales & Marketing, Fans Business, Orient Electric said, *"We are extremely delighted with the response we have received for our Summer Bonanza Lucky Draw campaign for retailers registered with Orient Connect loyalty program. We launched Orient Connect in April 2016 and I feel proud to share that we have now covered more than 18,000 retail points across the country under this program. We have been consistently introducing exciting schemes and contests under Orient Connect program with an objective to increase retailer participation. We also have Orient Connect mobile app with which we have been able to offers seamless support and program related information to our channel partners.*

Rajasthan is one of our biggest markets and we are the leading player in the fans category in the state."

Orient Connect is an extension of Orient Electric's ongoing efforts in fostering direct relationships with last mile channel partners. The program rewards retailers for their continued association with the company.

About Orient Electric

Orient Electric Limited is part of USD 1.8 billion diversified CK Birla Group. Orient Electric has been a household name in the Indian fan Industry for over 60 years. With its state-of-the-art manufacturing facilities in India and operations spanning over 35 countries, the brand has earned the trust of millions of customers worldwide by providing high-quality, innovative products. In the domestic market, it has deep and well-organised distribution network driven by over 4000 dealers, 1,00,000 retail outlets and a strong service network covering more than 320 cities. Orient Electric

has established itself in the market as one-stop solution provider of lifestyle electrical solutions with a diverse selection of fans, home appliances, lighting and switchgear. For more information, visit www.orientelectric.com. Shop online at www.orientelectricshop.com

About CK Birla Group

The CK Birla Group is a US\$1.8 billion diversified conglomerate that over the years has developed a strong footprint in manufacturing, engineering, technology, hospitals and education. With over 20,000 employees, 30 manufacturing facilities and a customer base that includes some of the world's best-known companies, CK Birla Group's businesses are present across five continents. For more information, visit us at www.ckbirlagroup.com

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