



BY INVITATION

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Switching to smarter options

With time, lifestyle undergoes a change and so do consumer preferences

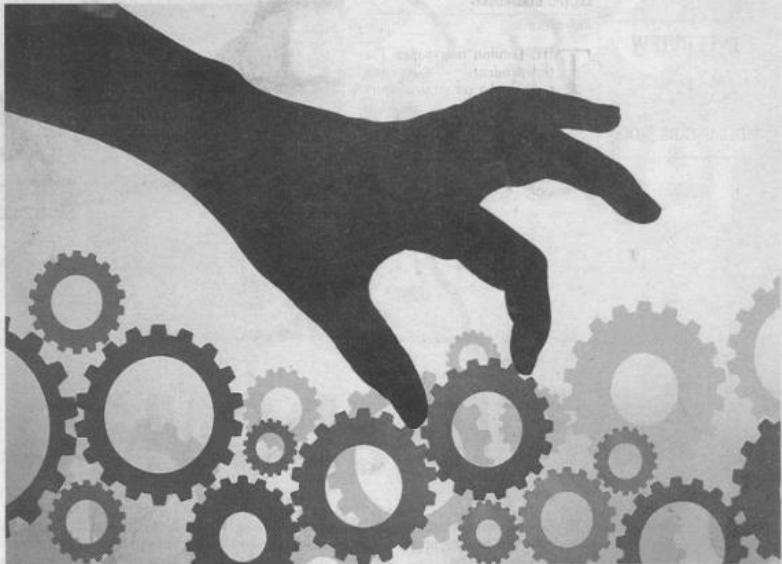
THE Indian home electrical industry has undergone a complete transformation over the last three decades. Consumers are now increasingly spending a disproportionate amount of time and money on improving their homes. Home electrical solutions have come to symbolise and reflect the smart and modern outlook of their owners, typically a projection of their own personality. Orient Electric has always been at the forefront of providing superior quality products by partnering consumers in every stage of their modern living. This has only become possible by constant evolution and rejuvenation process.

Orient Fans, erstwhile Calcutta Manufacturing Company, became a part of the CK Birla Group in 1954. The company began with a simple thought of making long-lasting and best quality electric fans. The philosophy though simple, was ahead of its times and the passion for

making durable and efficient fans gave birth to the revolutionary PSPO technology which carved a niche and helped the company establish itself as one of the most credible brands in the home electrical space today.

However, brands need to evolve with time since even the most successful brands wear out and therein the need to reinvent seeps in. As time moves on, lifestyle undergoes a massive change and so do consumer behaviour patterns. Evolution is the only constant and brands need to adapt and evolve in order to remain relevant to their target audience. In the pursuit of delving deep and gather a better understanding of our target consumers, some key insights derived from an exhaustive research helped us zero in on the new positioning.

The young, gen-next consumer today is smart and that gets reflected in every facet of their lives. Optimising space and cost blend in with the need for more efficiency and comfort, and these will continue to hold true for the smarter



EMBRACING INNOVATION: The young consumers today are smart and that gets reflected in every facet of their lives, thus optimising space and cost blend in with the need for more efficiency and comfort will continue to hold true for this generation of consumers

set of next generation consumers. After an in-depth study of the market and changing consumer preferences, Orient Electric turned a new leaf by creating a new identity and positioning in 2014. The positioning change was aimed at reinforcing the elements of trust and performance while bringing in creativity and dynamism. The idea was to tap in the smart, new consumer who was looking for integrated solutions that are smarter and enhance quality of life at large, besides being easy to operate.

Our brand name was also changed from "Orient Electricals" to "Orient Electric", which was aimed to position the brand as a "one-stop solution provider for all in-home lifestyle electrical products." This further ensured a synergetic integration of all the three business verticals of fans, home appliances and lighting under one unified identity, thereby ensuring a consistent look and feel in every element, including packaging and to gain larger mindshare amongst our target consumers. Our

new tagline encapsulated the spirit of our new identity. "Switch to smart" was coined with an objective to meet the aspirations of the smarter new age consumers. Our vision is to partner with our customers at every stage of their modern-day-in-home living by offering superior lifestyle solutions.

We knew that the smart, next generation consumer is short on time and complexity bogs them down. The apt product for him needs to be sleek in design, easy to understand and handle. The idea is to up the convenience quotient in terms of usability. The right products are those that fit in and go beyond catering to just needs and demands. They ought to be able to compliment the consumer's taste and add some special value, make life easier at the drop of a hat and hence go on to become a compulsory part of life.

With a significant focus on innovation and aesthetics, we introduced a range of next-gen products. Our brand promise of 'switch to smart' means every product

you will see from our stable will not only be technologically advanced but will also have the smartness quotient of being eco-friendly and aesthetically pleasing. A case in point could be the Ecotech range of fans, built with BLDC (brushless DC motor) technology, which has been developed by our R&D team after years of research. These fans consume 35 watt, just half of what an ordinary fan consumes, and come with a remote and timer. It indeed goes on to bear the testimony how value addition can persuade a consumer. "Orient Spectra", is another fan that offers real differentiation with its LED lights, available in electroplated finishes with multi-colour LED light display and has a remote for operation.

Orient's lighting business today offers a diverse LED centric portfolio covering the consumer and residential segment as well as Modern Office and Industrial segment. Our range of Home Appliances includes heaters, geysers, coolers and host of Kitchen appli-

ances. To complete the set of home electrical solution, we are also stepping into the field of low voltage Switchgear including MCBs, RCBs, Isolators and Distribution boards.

Being driven by the pursuit of design excellence has been the hallmark of Orient Electric. Inspired by the conviction in this philosophy, we took a step ahead as we recently partnered with the National Institute of Design (NID) and instituted the Orient Electric Design Awards. The awards aim to be a melting pot of out-of-the-box concepts and design ideas for new age consumers that venture into unexplored consumer segments, improve efficiency and redefine performance parameters.

In its first edition the Design Awards received some great concepts. Innovative design crafted with aesthetic precision has been one of the driving forces, which have helped us make it among the leading brands in the Indian market.

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■ The new generation consumer is short on time and complexities bog them down