

PRESS RELEASE**Orient Electric launches 18 new models of water heaters catering to every space & need**

- *Most models in the new range come with BEE 5-star rating, thus helping consumers save money on electric bills. The range includes storage, instant and gas geysers in different types and capacities*

National, November 23, 2017: Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, today announced the launch of 18 new models of water heaters this winter that would position the brand as a customer's choice with wide range of water heaters in the market. These include its new range of energy efficient Glassline water heaters featuring the Whirlflow technology which ensures 20% more hot water supply in comparison to its counterparts. Highlight of the new range is the Orient Electric Enamour water heater and the new Aura plus instant water heater series wherein enamour flaunts a distinctive design and comes with state-of-the-art features including corrosion-free titanium enamel tank, advanced anti-bacterial technology, super thick magnesium anode rod and digital temperature display whereas the Aura plus instant water heater comes with a powerful heating element to give you hot water on demand

Saurabh Baishakhia, Sr. Vice President and Business Head, Appliances, Orient Electric said, "This winter Orient Electric is launching 18 new models of water heaters across the glass line, instant and gas water heater categories, *pointing to the huge potential in these categories. With the launch of these models, we aim to fill the existing gap in the segment, which is to have smarter and efficient water heaters. Our new range of storage, instant and gas water heaters is in line with the evolving market trends and changing consumer preferences.*"

He further said, *"We're confident that our technologically advanced, energy efficient and aesthetically pleasing Enamour glassline water heater with Whirlflow technology will set new standards in the segment. Its efficient heating system offers 20% more hot water, meaning enough hot water for everyone in a nuclear family. Our instant water heaters are also ideal for use in high-rise buildings while they also work perfectly well in low pressure areas."*



The Whirlflow technology used in the Enamour water heater provides more hot water while consuming less power, as it prevents cold water rushing in through the inlet from disrupting the hot water layers inside the tank. The high-quality glass enamel lining in the tank prevents scaling and corrosion, and ensures longevity. For those concerned about hygiene, the tank has an anti-bacterial coating which makes sure the hot water coming out of the unit is safe for your family.

Orient's entire range of storage, instant and gas water heaters comes complete with class-leading features and long product warranties to ensure maintenance-free performance for years. Log on to www.youtube.com/watch?v=zh9LvdzCKKw to see Orient's new range of geysers. Visit www.orientelectricshop.com to buy online.

About Orient Electric

Orient Electric is part of USD 1.6 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. It offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit us at www.orientelectric.com. Shop online at www.orientelectricshop.com

About CK Birla Group

The CK Birla Group is a US\$1.6 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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