

PRESS RELEASE

Orient Electric announces a change in leadership

Rakesh Khanna appointed as the new Chief Executive Officer

New Delhi, March 03, 2015: Orient Electric has announced the appointment of Rakesh Khanna as the new Chief Executive Officer (CEO) of the company. Rakesh brings with him over 30 years' experience of working with companies of national and international repute in consumer electronics, electrical, lighting and consumer durables.

*"At Orient Electric, we believe that innovation is an ongoing journey and our smart products continue to evolve for our modern consumers. We are confident that Rakesh will lead Orient Electric team from the front, help scale the company to greater heights, and deliver smarter products that match the changing demands of the new age consumers", said **Mr C.K. Birla, Chairman, CK Birla Group.***

Commenting on his appointment, **Mr. Rakesh Khanna, Chief Executive Officer, Orient Electric** said, "I am honoured to take this role, and excited about the possibilities that lie in the future." He further added "Orient Electric's strong brand, in-house R&D, manufacturing strength, and national footprint in distribution give us an edge over the competition. We are well-positioned to tap into new opportunities in this phase of changing market dynamics and rapid technological transformation. I look forward to working with the entire Orient Electric team as we embark on this exciting journey."

About Orient Electric

Orient Electric is part of USD 1.6 billion diversified CK Birla Group. Orient 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 30 countries in Asia and Africa, the brand has earned the trust of millions of customers worldwide by providing high-quality, innovative products. With its existing strengths of performance, reliability and innovation, the brand has expanded into the lifestyle product segments which include lighting and home appliances besides fans. Orient Electric is now a one-stop shop for lifestyle home solutions.

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Orient Electric

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