

PRESS RELEASE

MS Dhoni urges people to switch to India's first BEE 5-Star rated LED bulbs in Orient Electric's latest ad campaign

TVC Link – https://www.youtube.com/watch?v=VHc5Gj_Lp_I

New Delhi, September 04, 2018: Orient Electric, part of the USD 1.8 billion CK Birla group, has launched an integrated advertising campaign featuring MS Dhoni to promote its BEE 5-star rated LED bulbs. The company has launched India's first 5-star LED bulb in 9-watt segment which constitutes 60% of the market. The TV ad urges people to switch to India's first BEE 5-star rated LED bulbs for better light output and even more energy savings.

Anshuman Chakravarty, Head Brand & Corporate Communication, Orient Electric Limited said, *"We were the first Indian brand to receive BEE 3-star rating in 2016 for our LED bulbs and once again, we are the first to have voluntarily adopted BEE 5-star rating. The campaign tries to increase awareness about the benefits of switching to BEE 5-star rated LED bulbs which deliver 120 lumens per watt and are 30% brighter than BEE 3-star rated bulbs."*

The new TV commercial urges people in a thought-provoking way to switch "Haq Se" to Orient's highly efficient 5-star rated bulbs. M.S. Dhoni has a longstanding association with us and therefore he was our natural choice for this campaign."

Mayur Hota, EVP and ECD, Contract Delhi said, *"Orient Electric has emerged as a brand leader as well as a thought leader in the LED lighting category. In the cluttered lighting category most conversations revolve around cost savings and energy efficiency. Orient's differentiator is that their LED bulbs are 5-star rated and brighter at a time when other brands only really meet the government's 3-star mandate. So, we decided to de-position 3-star rated LED bulbs by labelling them ordinary. Light-hearted and clear, the messaging drives this home with a tongue in cheek song accompanying it."*

The TV ad is strongly flanked by print advertisement and active engagement through digital touch points.

TVC Credits –

Brand: Orient Electric / Brand Custodian: Anshuman Chakravarty / Creative Agency: Team Contract, Contract India / Production House: Tubelight Films / Director: Prashant Issar / Head of Production: Kanwalpreet

Disclaimer: This press release contains some statements on our business or financials which are forward looking. Our actual results may be materially different from these forward-looking statements.

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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