

PRESS RELEASE:**Orient Electric's premium fans biz strengthens its footprint in Maharashtra**

- *Looks at increasing market share by expanding reach in Vidarbha region*

Nagpur, November 6, 2017: Orient Fans, a business vertical of Orient Electric, looks at expanding its market share in Maharashtra, one of its biggest markets in the country. Orient Electric, which gets nearly 70 per cent of its revenues from the fans business, strengthening its presence in the fast-growing premium and super premium segments is part of the company's plans to expand its footprint in West.

Orient Electric has nearly 16 percent market share in the fan segment in Maharashtra and plans to take it up to 25%.

Commenting on new development, **Atul Jain, Sr. VP & Business Head, Fans, Orient Electric** said, "Western India especially Maharashtra is one of our biggest markets and the brand is well recognised and respected in the state. We felt that there is ample opportunity to increase our penetration in the Vidarbha region. Therefore, we have now appointed our new distributor in Nagpur to better serve the Vidarbha region. The idea is to provide consumers with the widest range and to ensure that our products are available in most of the electrical outlets in this region."

He further said, "The competition today does not come from peers but from challenging and raising the bar for ourselves, in delivering innovation, efficiency, performance and design. As always, we will continue disrupting the market with breakthrough innovation in fans category. We have emerged as a thought leader in the segment with the recent launch of "very silent, very powerful" Aeroquiet premium ceiling fan. Our share of business in premium fans has grown considerably in last one year and going forward, we intend to launch many new premium models and capture a formidable share in this category."

Orient Electric is the largest manufacturer and exporter of fans from India with more than 60% share in exports and a presence in over 35 international markets. In the domestic market, it has penetration up to the small towns with a retail reach of 1 lakh retail outlets and has a strong service network covering 144 cities aided with a 24x7 call center.

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 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. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions including fans, home appliances, lighting and

switchgears. For more information, visit us at www.orientelectric.com. Shop online at www.orientelectricsshop.com

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