

PRESS RELEASE

Breakthrough electrical designs showcased at Orient Electric's second edition of Design Awards

New Delhi, September 7, 2016: Following the success of its debut edition, Orient Electric came back with the second edition of design awards to promote and recognise design excellence and breakthrough-concepts in the electrical lifestyle segment for categories including fans, lighting, home appliances and switchgear. Drawing inspiration from its brand vision of 'Switch to Smart', Orient Electric partnered with leading design and architecture institutes to provide a platform for budding product designers to showcase out of the box concepts for products that are not only aesthetically pleasing but also improve efficiency and performance.

The event held in Delhi today saw participation of over 600 students from colleges such as National Institute of Design (NID), Industrial Design Centre, Indian Institute of Technology (IIT), Department of Industrial Design - School of Planning and Architecture, National Institute of Fashion Technology (NIFT), Pearl Academy and Symbiosis Institute of Design to name a few. An eminent jury comprising of leading renowned industrial designers Bikram Mittra, MD Trampoline Design, Amit Krishn Gulati founder Incubis consultants and Naveen Rampal renowned design consultant, sifted through a heady mix of entries that stood the test of ingenuity in the Campus round and made it to the National round. The award for the "The Best Design" went to Swapnil Mahadev Desai from NID Ahmedabad and the award for "The Most Innovative Design" was a tie between Ankit Kumar Gupta from NIFT Gandhinagar and Upendra Shenoy from NID Ahmedabad. The winners of the national round won a cash prize of rupees fifty thousand each. Also, select qualifiers may get an opportunity to work with the industry professionals to bring their submitted designs to life.

Mr. Rakesh Khanna, CEO - Orient Electric said, *"In our quest to bring new-age lifestyle solutions for smart homes, we are delighted to extend our partnership with budding product designers who aspire to create designs that are smart and future ready. We have seen some brilliant design concepts today. We are excited and looking forward to work with our R&D teams to bring to life some of these designs into products that will help us enhance the quality of life of modern day consumers"*.

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.orientelectricsshop.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

Media Contacts:

Orient Electric

Anshuman Chakravarty, anshuman.chakravarty@orientelectric.com

Genesis Burson Marsteller

Priyanka Sachdeva, +91 7838311985, Priyanka.sachdeva@bm.com

Japneet Kathuria, +919899594910, japneet.kathuria@bm.com