

Media Release

DigitasLBI wins digital mandate for Orient Electric

Mumbai September 6, 2016: Following a multi-agency pitch, DigitasLBI has bagged the digital mandate for Orient Electric, a market leader in the home electrical solutions industry. Being handled by agency's Delhi office, the mandate involves developing a comprehensive communication strategy for Orient Electric and increasing its digital footprint across channels. The agency rolled out the new communication for the brand on September 1, 2016.

In making the selection **Anshuman Chakravarty, Head Branding & Corporate Communication, Orient Electric** said "We are excited about our association with DigitasLBI and see them as a perfect partner to lead our digital strategic initiatives. The way information is consumed nowadays has drastically changed with the sweeping digital transformation. We are confident that their thorough understanding of the digital landscape will help us achieve consistent branding and improved customer engagement in line with our business objectives."

Commenting on the business win **Mr. Vineet Singh – Client Partner, DigitasLBI** said "Orient Electric has always brought smart solutions to its consumers via continued evolution. We at DigitasLBI are extremely excited to become a part of their journey and help augment their vision. Our insights, our proprietary tools and our strategic creative approach will help us enable Orient Electric to further develop an integrated approach towards reaching their consumers in the digital space."

About DigitasLBI

DigitasLBI is a global marketing and technology agency that transforms businesses for the digital age, helping companies of all shapes and sizes decide "what's next" and then takes them there. Present in 26 countries around the world, across 40 offices, DigitasLBI employs over 7,000 digital experts who work to enrich people's lives via their unique blend of strategy, creativity, media and technology. DigitasLBI's skills span insight, brand building, content creation and distribution, as well as the ability to help clients organise themselves for the consequences of change. DigitasLBI is one of the core brands that form the Publicis.Sapient platform.

In India, DigitasLBI employs over 275 digital professionals across 3 cities – Mumbai, Delhi and Ahmedabad. They have strategically placed partners across several leading Indian and MNC clients such as Tata Motors, Larsen & Toubro, HDFC Life, Johnson & Johnson, Parle Agro, Dabur, Mondelez, Nivea and Godrej amongst others.

There are many things that make DigitasLBI unique, but the most important one is the ability to connect data with storytelling to help make brands special, shareable and ultimately more valuable wherever, whenever and however people choose to engage with them.



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

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