

**PRESS RELEASE****Orient Electric gets positive response for LED Battens, expands range**

- Expands the LED batten range with three new products including colour changing Moodlight batten, high brightness Sunlight batten and unique fixture-free Pearl Glass tube batten with low glare.
- Launches new TVC which will be complemented with print advertisement and active engagement through digital touch points

**New Delhi, January 08, 2018:** Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, has expanded its LED Batten range following the overwhelming response it has received from the trade as well as consumers. The company had launched an integrated advertising campaign in the month of August-September to push for the expansion of LED batten as an ideal replacement for conventional fluorescent tube fixture where used choke, starter & the constant flickering were regular pain points for the consumers.

Orient has now expanded the range to include three new models – 18W tri-colour Moodlight LED batten which can provide three different colours of light as per consumers mood and or according to the ambience of the room, 24W Sunlight LED batten that offers high brightness and 20W Pearl LED Glass Tube batten with unique fixture free design & low glare light. This range of Orient LED battens ensures better & long lasting lighting with significant cost savings.

Commenting on this development, **Puneet Dhawan, Sr. VP and Business Head, Lighting, Orient Electric** said, *“Our recent campaign to create awareness and trigger replacement of age-old conventional tube lights with LED Battens has turned out to be a huge success. Our revenue from LED battens has increased by 4 times post the first phase of the campaign. Building further on this success, we are now introducing three new LED batten variants to suit varied aesthetic preferences and usage environments. The highlight of the new range is the fixture-free Pearl Glass Tube batten which I am sure is going to excite the modern Indian consumers.”*

He further added, *“We have rolled out a new TV commercial as an extension to the previous campaign, which highlights the three new models added to the range. The TVC will be strongly flanked by print advertisement and active engagement through digital touch points. We are hopeful that the extended campaign will further give a fillip to the demand.”*

LED Battens offer significant savings over the conventional tube lights. Replacing just one inefficient 40-watt conventional tube light (average usage of 10 hours daily) with an 18-watt Orient LED batten gives an annual saving of about Rs. 480\* while also saving 80 kWh of annual energy and reducing annual CO2 emissions by 0.03 tons. With a modest assumption, if all 24.8 crore households in India use two LED battens for a year, there will be annual cost saving of approx. Rs. 24000 crore and annual energy saving of about 4000 crore kWh.

*\*electricity cost used for calculation @ Rs. 6/- per unit*

## About Orient Electric

Orient Electric Limited 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 [www.orientelectric.com](http://www.orientelectric.com). Shop online at [www.orientelectricsshop.com](http://www.orientelectricsshop.com)

### Media Contacts:

#### ***Orient Electric***

Anshuman Chakravarty, [anshuman.chakravarty@orientelectric.com](mailto:anshuman.chakravarty@orientelectric.com)

Naveen Kumar, [naveen.kumar2@orientelectric.com](mailto:naveen.kumar2@orientelectric.com)

#### ***Genesis Burson Marsteller***

Priya Soni, +91 7042220292, [priya.soni@bm.com](mailto:priya.soni@bm.com)

Naveen Nair +91 8527519103, [naveen.nair@bm.com](mailto:naveen.nair@bm.com)

### 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.