

PRESS RELEASE

Orient Electric launches new range of air coolers with distinctive features

New Delhi, April 18, 2017: Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, has launched its new range of air coolers catering to diverse needs and spaces. Highlight of this year's new and exhaustive range of coolers is its varied tank capacity, starting from 7 litres to 85 litres. Some distinctive features in its variants are; lowest power consumption of 2.7 watts, DenseNest technology in cooling pads, Anti mosquito breeding and Anti Bacteria feature, Dust protection and the highest airflow in the segment. Orient has also entered into a strategic tie-up with Airtek International, a global market leader in home comfort and energy efficient products, to further augment its air cooler range.

Saurabh Baishakhia, Sr. VP and Business Head, Home Appliances Business, Orient Electric said, "We have a sizeable presence in water heater and air cooler segment. Our new air cooler range has been developed with a focus on changing consumer needs and evolving cooling requirements. All Orient coolers undergo a series of tests internally and are also quality, safety and performance certified by Intertek, an internationally acclaimed UK based certification agency, making sure that the end consumer receives a cooler that is fault-free and gives uninterrupted cooling for years. The higher water tank capacities ensure uninterrupted cooling for day and night. We are focussed this year on making our brand available in newer towns through our brand stores, modern retail, Ecommerce portals and we have strengthened our service network and response in these towns. Our coolers are also CB and SASO certified adding compliance and credibility for the international markets. The Orient Airtek series will help us to further strengthen our portfolio in the premium segment of coolers. I am confident that our new range of air coolers is going to excite the Indian consumers."

The new range addresses segments of Personal, Window, Tower, Desert & Slim Desert air coolers. Orient coolers have cooling pads with Dense Nest technology which have 45% more water absorbent media, ensuring higher water retention that enables faster and efficient cooling. Other salient features include specially designed blades for strong air delivery, Motorised louvers for four-way air circulation, castor wheels for easy manoeuvring, and Touchpad with timer function.

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.orientelectricseshop.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

Naveen Kumar, naveen.kumar2@orientelectric.com

Genesis Burson Marsteller

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

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