

ORIENT ELECTRIC LTD (CK BIRLA GROUP COMPANY)

PROFILE

Orient Electric Limited (OEL) is part of the diversified Indian conglomerate **CK Birla Group**. A distinguished name in the Indian fan industry for more than 60 years, Orient Electric has today established itself in the market as a one-stop brand for lifestyle electrical solutions which include Electrical appliances and Industrial range of LED Lighting.

Orient Electric takes pride in its R&D capabilities, spirit of continuous innovation and commitment to manufacture cutting-edge lifestyle electrical products that meet the needs and expectations of new age consumers. It has fully integrated manufacturing facilities based in Kolkata, Faridabad, Noida and Guwahati. It is largest manufacturer and exporter of fans from India with a dominating presence in over 35 international markets. It is also the second largest manufacturer of LED bulbs in India and the first Indian lighting brand to have been awarded BEE star rating for LED bulbs. In the domestic market, it has a well-organised distribution network and a strong service network covering 320 cities.

Orient Electric is part of the CK Birla Group

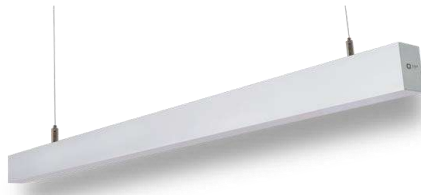
The CK Birla Group is a growing US\$1.8 billion conglomerate that has a history of enduring relationships with renowned global companies. With over 20,000 employees, 24 manufacturing facilities and numerous patents and awards, the Group's businesses are present across five continents. It operates in three industry clusters - Technology and Automotive, Home and Building, and Healthcare and Education.



PRODUCT

DLINE-LCPDL-28-C

Pendant mounted seamless lighting system in extruded aluminium housing for indoor architectural lighting solution offers excellent energy saving and maintenance-free operation. Luminaries can be connected end to end to make a continuous lighting system of any length.



MERCURY-LDRMC-15-C –

Recessed mounted LED down-lighter in square shape designed with excellent thermally managed aluminium pressure die cast housing having heat dissipating fins for larger surface area, finished in epoxy powder coated white and opal diffuser for glare free light



AQUA-LTRAQ-36-C –

Recessed mounted, back-lit LED tile, with highly translucent wide window opal diffuser and suitable for 600x600mm modular/ POP/ Gypsum ceilings.



VENUS-LDRVS-15-W –

Recessed mounted LED down-lighter in round shape , designed with excellent thermally managed aluminium pressure die cast housing having heat dissipating fins for larger surface area, finished in epoxy powder coated white and opal diffuser for glare free light.



TASKLINE-LBLN-18-C –

Slim LED batten which offers excellent energy saving and maintenance-free operation, is an ideal replacement solution for existing battens with T5 fluorescent lamps.



PINNACLE-LHPN-180-C –

High efficiency, LED high-bay luminaire, with aluminium die cast housing and toughened glass in the front. A perfect energy saving solution over conventional high-bay luminaires.



GAMMA-LFGM-100-C –



FIESTA-LSFS-120-C–

High efficiency, IP65 LED streetlight, with high power LED streetlight, aluminium pressure die cast housing, toughened glass in the front and peanut lens for batwing light distribution.



APPLICATIONS

Domestic Lighting –



Industrial Lighting –



Outdoor lighting –

