



Rakesh Khanna
Managing Director & CEO

Financial Snapshot (In ₹ mn)	
Total Income	20,388.7
Net Profit	1,197.4
Networth	4,556.6

Ratios

NPM (%)	5.9
RONW (%)	26.3
Current Ratio (times)	1.4

(As on Mar 31, 2021)

Management Details

Chairman

Chandra Kant Birla

Non-Executive Vice Chairman

Desh Deepak Khetrpal

Managing Director and CEO

Rakesh Khanna

Directors

K Pradeep Chandra

TCA Ranganathan

Alka Marezban Bharucha

Chief Financial Officer

Saibal Sengupta

Orient Electric Limited

Unit VIII, Plot No.7, Bhoinagar, Bhubaneswar, Odisha 751012

Website: www.orientelectric.com

Top 500 Ranking	Income	366	Net Profit	367	Networth	476
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About the Company

Orient Electric Ltd (OEL), is engaged in providing solutions ranging from fans, home appliances, lighting to switchgear and switches. The company is reported to be one of the largest manufacturers and exporters of fans in India. OEL is a consumer validated Superbrand for fans, lighting & coolers.

OEL, erstwhile Calcutta Electrical Company, became a part of the 150-year-old CK Birla Group in 1954. CK Birla Group is a growing USD 2 bn conglomerate.

Business Operations

OEL has manufacturing facilities in Kolkata, Faridabad and Noida. The company's distribution network in India stands at nearly 125,000 retail outlets along with service network covering in more than 450 cities, highlighting OEL's strong pan-India presence. Birlasoft Limited, GMMCO Limited, Neosym are some of the group companies of OEL. Ensuring access to its products at all transaction touchpoints, OEL has expanded portfolio availability on e-commerce and modern trade/large-format retail channels.

OEL has fast emerged as a frontrunner in the space of energy-efficient products. The company is also second largest manufacturer of LED bulbs in India and the first Indian lighting brand to have been awarded 5-star rating by Bureau of Energy Efficiency (BEE) for LED bulbs. OEL was the first domestic player to offer switchgear with Snap Disc Bi-metal (SDB) technology that offered precise tripping, better repeatability and enhanced longevity. The switches product portfolio boasts of 3AB arc-shielding technology.

OEL fans has been granted approval by different statutory authorities for exporting fans to their respective countries. Some of the approvals for space in specifics include Saudi Arabian Standards Organization (SASO), Underwriters Laboratories Inc. (UL) for the United States of America, SLS for Srilankan standards and CE for European countries.

OEL has a strong partnership with the De'Longhi group since 2018-19. This partnership has enabled the entry of the premium brands of De'Longhi, Kenwood & Braun into India.

Few Notable Highlights of OEL

- The company's digitized cost-savings program, Sanchay, helped them helping improve margins and generate sustainable competitiveness
- Initiatives of Sales Force Automation, Dealer Management System, Transport Management System, revamped HR Management System, Travel & Expense Management System, digitized Sanchay program, a slew of digitized workflows was implemented by the company in FY21
- In July 2020, UV Sanitech was launched. It is a UV-C light-based sanitization chamber with a one-touch sanitization process that can sanitize all inanimate and daily use objects in four minutes from viruses and bacteria including coronavirus
- For the rural market, OEL revamped its entry-level product range through the introduction of 2 high-speed ceiling fan models, Summer Breeze Pro and Rapid Air. Additionally, Desk 21, a table fan, was launched for the rural market
- Product variants such as i-float IoT and Atomiser, were introduced in the energy efficiency range in FY21. Supercoolers products were launched as industry's first branded metal coolers targeted to tap the massive unorganized play in coolers
- OEL commissioned first façade lighting project by illuminating Uttarakhand's Dobra-Chanti bridge, the longest motorable single lane suspension bridge in the country in FY21
- Under the Switchgear & Switches segment, a dedicated range for B2B customers with premium aesthetics, highest level of safety and endurance was launched in FY21