

Experts' View



Rakesh Khanna
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 Orient Electric Limited

What's one key factor that has contributed much to the company's success in recent years?

Customer-centricity is at the center of everything we do at Orient Electric. I feel proud to say that despite several headwinds in recent years, we have progressed on our growth journey, powered by sustained customer-centric innovation, accelerated digitisation drive, and investments in R&D and design capabilities. All our efforts are directed towards understanding and meeting the stated and latent consumer needs. Our products populate the top spots on the list of most innovative products launched in recent years and are valued for a superior price-value proposition and endurance. Whether it be the EyeLuv series of health-centric lighting, 50% energy-saving BLDC fans, energy-efficient Inverter air coolers, silent Aero series fans, or Stella range of modular switches, all of our recent introductions have resonated well with the consumers. We'll continue to focus on bringing in innovative products which are healthier, safer, energy-efficient, and add convenience to life.

What are some of the key ESG initiatives taken by your company in recent years?

As a responsible corporate citizen, we are committed to doing business the right way to drive sustainable business growth. We are continuously working towards the development and adoption of newer and advanced technologies which help reduce power consumption and are environment friendly. We work closely with institutions like BEE, EESL etc. to bring in energy-efficient and cost-effective solutions for Indian consumers. Our sustained investments in indigenous design and manufacturing have enabled us to emerge as a frontrunner in the space of energy-efficient products. Our 9W self-ballasted LED Bulb was recently recognised by BEE as the 'Most Energy Efficient Appliance of the Year 2021' under LED bulb category. Similarly in Fans and Air Coolers, we have introduced a wide range of energy-saving BLDC fans and inverter air coolers. We are also adopting newer manufacturing and operational processes to reduce our energy consumption and carbon footprint year on year. Rainwater harvesting system, wastewater treatment, and installation of solar panels at our Faridabad plant are some of the initiatives in this regard. We have also strengthened our CSR efforts over the years. Some of the key initiatives include the adoption of Government Girls High School in Kaurali, Faridabad for end-to-end infrastructural development, tree plantation drives, Covid-19 vaccination camps, and medical assistance and meal kits for the underprivileged section of the society, among others. As for governance, we adhere to best practices to stay on top of regulatory requirements and to maintain utmost control, transparency, and integrity while ensuring business



continuity. We have adopted many policies and corresponding processes, thus going beyond the four corners of statutory requirements for the benefit of employees, customers, investors, and business partners.

As we move forward into the future, we will continue to elevate our ESG goals and priorities.

How do you see the consumer electrical sector evolve in next few years in India? What is the company's growth strategy over the next 3-5 years?

I expect the Indian consumer electrical sector to grow consistently over the next 4-5 years. The future demand is expected to largely focus on energy-efficient and smart products that offer superior value propositions. The high spending capability of the younger generation and its aspirations for technologically advanced and aesthetically appealing products will further fuel the premiumisation trend. Also, with premiumisation and price gaps narrowing, we are anticipating a marked shift towards organised brands, and the leading players in the sector with strong R&D capabilities are likely to benefit from this shift. On top of everything, customer-centricity will play a major role for brands to remain competitive and relevant.

Innovation and customer-centricity will remain central to our growth strategy. We will continue to bring first-to-market consumer-centric products, deepen our distribution reach, ensure access to our products at all transaction touchpoints, and provide prompt and dependable after-sales service.