

CHAIRMAN'S OVERVIEW



I am happy to present the first Annual Report of Orient Electric Limited, demerged from Orient Paper & Industries Limited.

In such an opportunity-driven environment, I am optimistic that our innovation and consumer-centric approach provides a superior consumer proposition, aptly summarised as 'Switch to Smart'

This demerger will unlock the true potential of our consumer electric business and will enhance shareholder value. This is yet another significant milestone in the continuous growth journey of the business and has placed Orient Electric at the cusp of a high growth trajectory.

Orient Electric has come into existence at a moment when we are in the midst of exciting times in this business space. The markets for our products are likely to become larger, consumption patterns are expected to change and opportunities are slated to widen.

In such an opportunity-driven environment, I am optimistic that our innovation and consumer-centric approach provides a superior

consumer proposition, aptly summarised as 'Switch to Smart', in a market marked by brand clutter.

Our new corporate office in Okhla defines the new culture of 'smart working' with cabinless and paperless working. Connecting with open minds and stretching out for the impossible is the new way at Orient Electric.

The Company is driven by passion as much as it is driven by products; the Company is driven as much by the need to infuse the next level of growth by offering better solutions to customers.

We are confident that the commencement of our journey in an independent avatar will translate into sustainable growth for all our stakeholders.

CK Birla,
Chairman