

November 27, 2018

Listing Department
National Stock Exchange of India
Limited

Exchange Plaza, Plot no. C/1,
G Block, Bandra-Kurla Complex
Bandra (E), Mumbai - 400 051

Department of Corporate Services -Listing
BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Fort,
Mumbai – 400 001

Trading Symbol: ORIENTELEC

Scrip Code: 541301

Sub.: Press Release - Orient Electric entered into a Strategies Partnership with De'Longhi Group, Italy

Dear Sir / Madam,

This is to inform you that Orient Electric Limited has entered into a strategic partnership with De'Longhi Group, Italy. This partnership paves way for the entry of three international premium small appliances brands in India – De'Longhi, Kenwood and Braun. Orient Electric Limited will have exclusive rights to market and sell these brands in India.

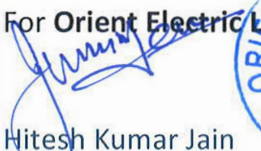
The Company would be releasing this press release in a press conference being held on November 28, 2018 in New Delhi.

You are requested to take the above information on your record.

Thanking you,

Yours Sincerely,

For Orient Electric Limited


Hitesh Kumar Jain
Company Secretary

