

Orient Electric launches Aeroslim, India's first smart ceiling fan

- Aeroslim is IoT-enabled and can be controlled via Orient Smart mobile app. It features unique slim cylindrical design, aerodynamic blades & telescopic adjustable mounting.
- Aeroslim is also India's first Inverter fan, saving 40% energy and it is also the World's slimmest ceiling fan.

National, January 16, 2018: Orient Electric Limited, part of the diversified USD 1.8 billion CK Birla Group, today announced the national launch of its new Aeroslim premium ceiling fan which is the India's first and world's slimmest smart fan.

Speaking on the occasion, **Atul Jain, Sr. Vice President & Business Head, Fans, Orient Electric Limited** said *"Aeroslim sets new standards in the segment with its IoT controls, one-of-a-kind slim cylindrical design and energy-efficient inverter motor. It's a feature loaded fan delivering an astounding 240 CMM air delivery while saving 40% energy. With distinct finish, performance, ease of operation and looks, we are confident that it will surely create interest amongst the discerned aspirational consumers who are looking for smarter purchases.*

We have emerged as a dominant player in the premium fans segment in the last two years and with the launch of Aeroslim fan and our recent launch of Lifestyle series of fans, we are hopeful of gaining a stronger foothold in the segment. We presently have more than 40% market share in the premium fans and we are hopeful of gaining further dominance in this segment."

IoT-enabled Aeroslim puts comfort and control at users' fingertips by giving them the freedom to manage fan speed and modes, reverse rotation and underlight with dimming options via Orient Smart mobile app. The inverter motor fan consumes only 45-watt of electricity thus ensuring 40% energy savings as compared to ordinary fans. It features advanced aerodynamic blade design to give an impressive air delivery of 240 CMM while ensuring silent operation even at low voltages of up to 140V. It has telescopic adjustable mounting which complements both traditional and modern ceilings.

Aeroslim has a sweep of 1200 mm and has 100% rust-free blade made of high-grade glass filled compounded ABS which provides strength to the blades, thus making it bend-proof, rust-proof and easy to clean. Its slim cylindrical design, integrated underlight and PU paint with hydrographic finish impart stunning looks to the Aeroslim fan. It also comes with remote.

About Orient Electric

Orient Electric Limited is part of USD 1.8 billion diversified CK Birla Group. Orient Electric has been a household name in the Indian fan Industry for over 60 years. With its state-of-the-art manufacturing facilities in India and operations spanning over 35 countries, the brand has earned the trust of millions of customers worldwide by providing high-quality, innovative products. In the domestic market, it has a well-organised distribution network driven by over 4000 dealers, 1,00,000 retail outlets and a strong service network covering more than 320 cities. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions with a diverse selection of fans, home appliances, lighting and switchgear. For more information, visit www.orientelectric.com. Shop online at www.orientelectricshop.com

About CK Birla Group

The CK Birla Group is a US\$1.8 billion diversified conglomerate that over the years has developed a strong footprint in manufacturing, engineering, technology, hospitals and education. With over 20,000 employees, 30 manufacturing facilities and a customer base that includes some of the world's best-known companies, CK Birla Group's businesses are present across five continents. For more information, visit us at www.ckbirlagroup.com

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