

## Press Release

### **Orient Electric brings world class technology to its premium fans, launches Aerocool with winglet technology & aerofoil design**

- *Offering a complete range of Aero series fans that focus on three defining aspects - reduction of sound, increase in air delivery and aesthetics.*
- *Super premium fans to contribute to 10 per cent of its total fan sales in the next 2 years.*

**New Delhi, February 19, 2018:** Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, today announced the national launch of its new Aerocool super premium ceiling fan which promises highest air delivery of 300 CMM with minimum air vortex and sound. The new launch is part of the company's plans to strengthen its presence in the fast-growing premium and super premium segments. Orient Aerocool takes the technological genius of recently launched Aerostorm fan a step further with its striking looks, aerofoil blade design, winglet technology and the unique bottom canopy.

Commenting on the launch of the fan, **Atul Jain, Sr. VP & Business Head, Fans, Orient Electric** said, *"It gives me immense pleasure to share that our Aero series fans range is finding acceptance all over the country, particularly in markets such as Tamil Nadu, AP, Kerala and Karnataka in South, Maharashtra and Gujarat in West and parts of the north like Delhi, UP, Punjab and Rajasthan, which are all very critical markets. Our recent tie-up with Amazon for Aerostorm fan has been a success and we have captured No. 1 position in premium ceiling fans at Amazon Great Indian Sale (21<sup>st</sup>-24<sup>th</sup> Jan).*

*With the launch of the new Aerocool fan, we are even more confident of gaining a stronger foothold in the segment. With the kind of response, we are receiving from the trade as well as consumers for our Aero series fans, we expect the super premium fans to contribute to 10 per cent of total fan sales in the next 2 years."*

Orient Aerocool has a sweep of 1320 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. Aerocool is inspired from aerofoil design of Aircraft wings and uses the winglet technology to further reduce the air cutting sound while giving an impressive air delivery of 300 CMM. It also has the sturdiest and heaviest 18-pole motor design for longer life. The awe-inspiring seamless design and PU finish adds to the overall aesthetics of the fan. Orient Aerocool is priced at an MRP of Rs. 5290.

## About Orient Electric

Orient Electric Limited is part of USD 1.6 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 penetration up to the small towns with a well-organised distribution network driven by over 3500 dealers, 1,00,000 retail outlets and a strong service network covering more than 300 cities. It offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit [www.orientelectric.com](http://www.orientelectric.com). Shop online at [www.orientelectricseshop.com](http://www.orientelectricseshop.com)

## About CK Birla Group

The CK Birla Group is a US\$1.6 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](http://www.ckbirlagroup.com)

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**Disclaimer:** This press release contains some statements on our business or financials which are forward looking. Our actual results may be materially different from these forward-looking statements.

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