



Atul Jain with actress Anushka Sen at the launch

# Fanning your home décor

**O**rient Electric has become a household name and is associated with stability and class. Now, with the changing technology and consumer tastes, the company has developed a range of futuristic fans that are not only aesthetically pleasing, but also present to the consumer the best that technology has to offer.

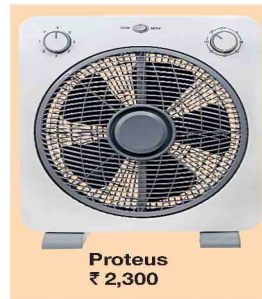
With rising incomes and aspirations, there is a serious need for innovation in the consumer durables space. Seeing an opportunity here to meet the consumer need gap, Orient Electric has come up with a new range of lifestyle portable fans featuring distinctive designs that make them stand out from the crowd. This luxurious breed of lifestyle portable fans is targeted at modern aspirational consumers who seek pride in their contemporary interiors.

A range of products was launched in Mumbai on the 20th of December. Standing out in the range were four products. The first one is Bladeless, a stylish blade-less fan with in-built mood lighting, swing function and remote control. It also has seven-and-a-half hours of standby time. The second one, the Monroe is a tower fan with a slim design, swing operation, in-built timer and a remote control with a three-speed setting. The third, Proteus is a luxurious box fan with vertical adjustment and super silent motor. It has a three-speed setting and offers 30-degree vertical adjustment so that you can direct the airflow to suit your liking. Finally, the Auctor is an air circulation fan with the 3D auto oscillation feature which makes sure that air is distributed evenly to every part of your room. It also has a touch screen control and remote control. While launching the products, Atul Jain, Senior VP & Business Head, Fans, Orient Electric Limited said, "Changing consumer aspiration is driving us to create new lifestyle category in fans."

Website: [www.orientelectric.com](http://www.orientelectric.com)



**Auctor**  
₹ 5,300



**Proteus**  
₹ 2,300



**Bladeless**  
₹ 6,200



**Monroe**  
₹ 5,100