

Orient Electric sees robust demand for portable fans in South India

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Orient Electric Limited, part of the diversified USD 2.4 billion CK Birla Group, has announced the launch of its new Finstar range of table, wall and stand fans which offer the perfect combination of style, performance, and affordability. The launch is part of company's plans to consolidate its portfolio and strengthen its presence in South India.

Atul Jain, Executive Vice President, Orient Electric Ltd. said, "Most of the South India experiences a hot and humid climate and therefore there is a huge demand for portable fans with high-thrust air flow. We are continuously introducing new products with superior value proposition to address the needs of the customers in the region. Our new Finstar portable fans come with stylish looks and are equipped with a strong motor that accounts for durability and superior air delivery. With the launch of this range, we are now offering the widest range of table, wall and stand fans in the region catering to every space, need and budget. We are hopeful that this range expansion will help us to increase our market share in this segment in South India."



With a sweep of 400 mm, Orient Finstar fans give an impressive air delivery of 85 CMM. Other salient features include a strong motor with thermal overload protection, enhanced protection against corrosion with powder coated guard and ring, 90-degree oscillation with up & down tilt mechanism, and 3-speed piano switch control. Orient Finstar stand fan comes with telescopic arrangement for height adjustment. These fans are available in three elegant finishes including Red, White, and Blue to complement any contemporary space.