



Will BLDC Do a PSPO Again for Orient?

By [Roohi Gupta](#), Published on Sep 7, 2016, 07.59 AM IST



Orient Electric, the consumer electrical equipments manufacturer and a part of C K Birla Group, which clocked revenue of Rs. 1,200 crore in the last fiscal is eyeing a growth of 20-25% this fiscal, inform the published reports.

The company is banking on its **LED lightings** and recently introduced smart fan range, Orient Ecogale to increase its revenue. Based on the BLDC (Brushless direct current motor) technology, Orient Ecogale claims to cut down power consumption by 50% along with various smart features including interactive

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Orient Electric partnered with **Tata Elxsi**, a design company from the house of **Tata**, as its strategic design partner. Keeping in mind the new age millennial consumers, the brand has focused on smart features as well as design of the product.

Commenting on how important role does the design plays, Sandeep Thombre from Tata Elxsi says, "For Orient Ecogale, the most potential consumers are the millennials, who look for sustainability, eco-friendliness and interactivity. Also,

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We asked **Anshuman Chakravarty**, **Head Brand and Corporate Communications**, **Orient Electric**, about the need of a product like this and that too at a time when Air Conditioners are sweeping the markets.

"In a country like India, we can't negate the need of a fan. A large number of consumers lie at the bottom of the pyramid and the market is still growing. Moreover, the need of a smart fan today is for energy saving," he responded.

Then and Now

Orient took the Indian fan market to storm in the 90s with the launch of its PSPO (Peak Speed Performance Output) technology. The technology soon became a household name as the brand did an extensive ad campaign.

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technology developed for fans raised the bar and continues to be a milestone in the industry even today."

Now, after decades, Orient is aiming to recreate the same magic with its new BLDC technology, which primarily focuses on the current need of power saving along with other smart features.



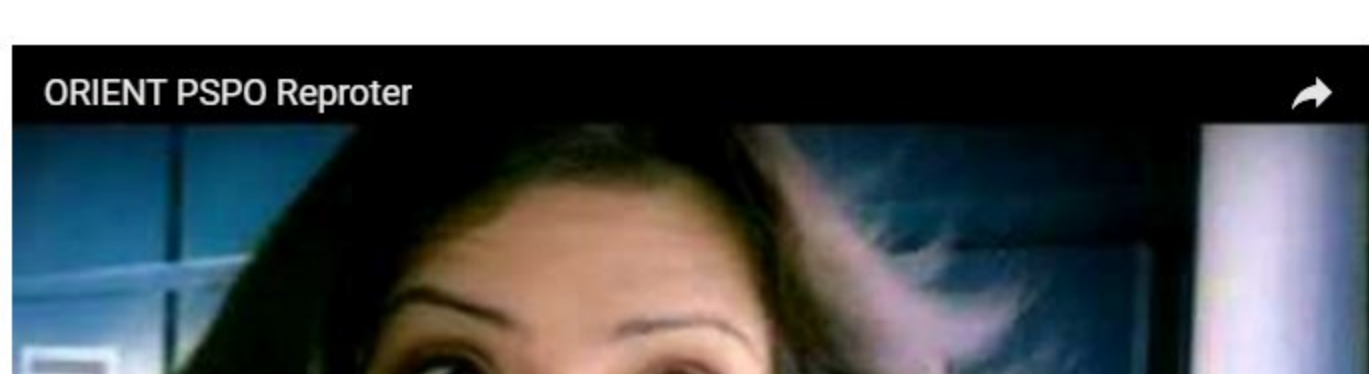
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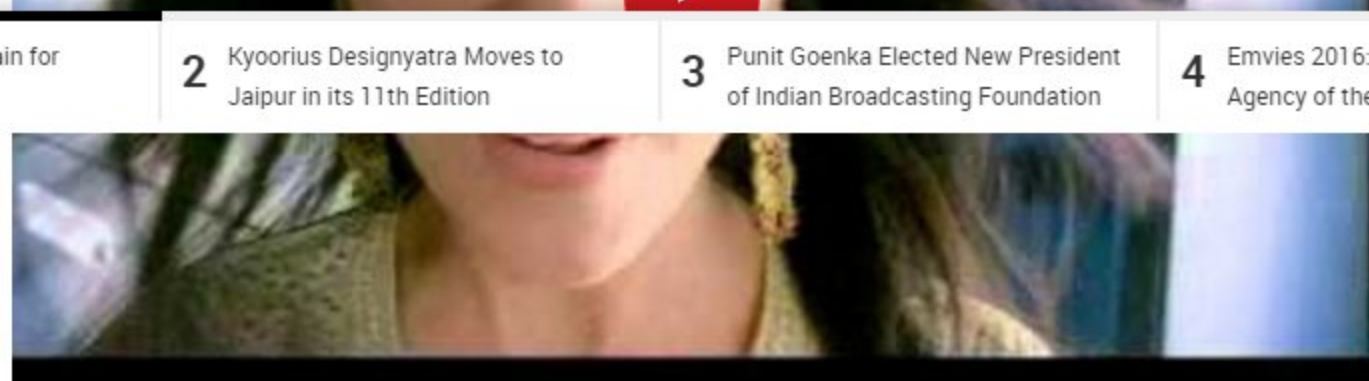
Commenting on the need of a technology like this, Chakravarty says, "EESL (Energy Efficiency Services Limited), an initiative of the Power Ministry, is also promoting BLDC technology in order to save energy. We did an analysis some time back and it said that if we replace all the fans in India to BLDC technology fans, we'll be able to save around 14,000 megawatts energy in our country, every year."

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In the first leg of its marketing plan, the company aims to target the Southern parts of the country because of constant demand throughout the year. Along with south, Orient is eyeing the urban markets where fan has grown to become a technological product instead of a need-based product.



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Commenting on the BLDC technology and Orient's market share, Chakravarty says, "Currently we hold around 20% share of the organized fan market. With Ecogale, we are targeting the premium segment. In the next 1-2 years, 15% of the overall premium market will be BLDC technology."

The company has already launched the Orient Ecogale range on its website and is planning to bring it in the shelves very soon. Orient is targeting the premium fan segment with its Ecogale range

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