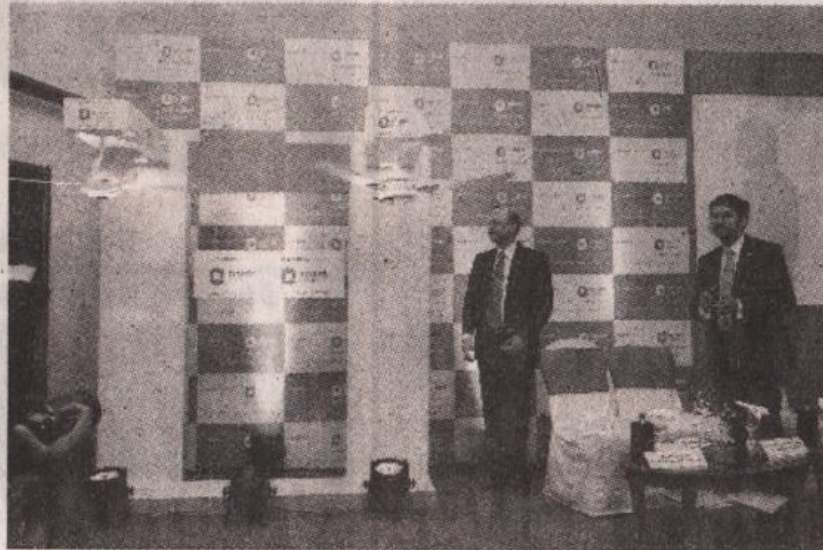


# Orient Electric launches its premium range of BLDC fans, which consume 50% less energy



Renowned for its iconic PSPO fans that set new benchmark in the industry during the 90's, Orient Electric, part of the USD 1.6 billion diversified Indian conglomerate, CK Birla group, unveiled its premium range of BLDC (Brushless direct current motor) technology fans. The new range of fans consume 50% less energy, provide high speed even at low voltages, operate in virtually noiseless fashion and run double the time on inverter as compared to normal fans. The premium BLDC fan also has an interactive LCD which

displays power saving details, speed and timer. Asleek remote is provided for ease of use.

The BLDC range of fans has been developed by the company's R&D team based at Faridabad after years of research. Orient Electric has an excellent track record as far as technological advancement in fans is concerned. Its revolutionary PSPO (Peak Speed Performance Output) technology changed the industry outlook all together. Now with BLDC technology empowered fans, Orient plans to revitalize the segment once again.

Earlier this year Orient had launched Ecotech, a base version of BLDC fans which has elicited a good response. Orient's environmentally responsible BLDC fans have super-efficient BLDC motors with a 5 speed remote, 4 step timer control, aluminum blades and 2 years warranty on its revolutionary motor. The permanent magnet rotor, electronic commutation and constant torque at all speeds make Orient's BLDC motor a winner with additional advantage of zero electrical noise.