

Orient Electric to enter into switchgears biz

After having a presence in fans and lighting segments, Orient Electric, part of the USD 1.6 bn CK Birla Group company, would soon begin the manufacturing of switchgears at its factory, a top official said.

The company currently operates in fans, home appliances, lighting segments.

"We are ready with the factory. The factory is in Noida for manufacturing of switchgears. Currently, we are waiting for the approvals," Orient Electric CEO Rakesh Khanna told reporters here.

The company has roped in Slovenia-based ETI Group as the technology partner for the manufacturing of switchgears, he said, adding "the switchgears will be branded as Orient. They (ETI) are the largest manufacturer of switchgears."

Noting that fans business contribute 70 per cent of revenues, he said the company was exporting fans and home appliances to 34 countries and expects overseas contribution to 63 per cent this year from 55 per cent.

"Last year exports contributed about 55 per cent. This year we expect it to be 63 per cent," he said.

Khanna and senior company officials were here to launch the high end fans incorporated with BLDC (brushless direct current motor) technology fans which the company claims that the fans would consume 50 per cent less energy, provide high speed even in low voltages.

The fans are priced at Rs 4,800 for base model and around Rs 8,000 for top model.

Orient Electric, Senior Vice-President, Anindya Sundar Das said the domestic fan industry was a four crore market and 18-20 per cent comprises premium high-end fans.

The fans were manufactured at the company's factories at Kolkata and Faridabad respectively, with a total capacity of 80 lakh units.