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Air coolers sell like hot cakes with rising mercury

Heat and new tech in coolers helping market scale new heights in city

[dna correspondent @jaipurdna](#)



Temperature in city had already touched the 46 degrees mark last week. People reeling under extreme hot conditions are thronging to buy air coolers. Air cooler market in Jaipur is expecting to touch whopping Rs 10 crore mark with 20 to 25 percent growth in sale this season.

Normally May and June are the months during which sale of coolers reaches its peak and this year the story is no different. The scorching sun and new techniques introduced in air cooler segment are going to help it scale new heights.

Enlarge Image "The rising temperature has boosted the sales of air coolers

segment taking it up to 25 percent. A key reason for this growing acceptance is the changing face of air coolers and consumers' preference for a more personal cooling solution," Saurabh Baishakhia, senior vice-president and business head, appliances, Orient Electric told dna. "With the introduction of personal coolers with high performance and aesthetics, air coolers have paved its way into the bedrooms," he added.

To consolidate the heat circumstances, almost all cooler companies have introduced news designs into the market to consolidate this summer. Sleek, Desert, Osian, Cloud are the latest types of coolers in the market. People are buying these coolers on priority as they take little place in comparison to metal coolers. Coolers ranging around five to seven thousand rupees are in major demand.

According to experts, humidity resistant coolers are also a major factor that the air coolers are becoming a preferred choice for the consumer. Coolers also aid in frequent power cuts as they keep the room cooler for long and are much cheaper option as compared to air-conditioners.

Caption: A rickshaw puller on his way to deliver air coolers on Friday. Air cooler market in city is expecting to touch whopping Rs 10 crore mark with 25 per cent growth in sale this season. —Dalbeer Singh Negi.dna

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