

Orient Electric launches five-blade, portable fan

Bengaluru, May 2:

Orient Electric Limited announced the launch of its 5-blade Wind-Pro series of portable fans which promises high air thrust and delivery with silent operation. The launch is part of company's plans to consolidate its portfolio and also strengthen its presence in South India.

Commenting on the launch of the new range of fans, Atul Jain, Senior VP and Business Head, Fans at Orient Electric said, "South India is a key focus market for Orient Electric and with this new range of 5 blade Wind Pro fans we aim to increase our market share further in the region.



Atul Jain, Senior VP and Business Head, Fans, Orient Electric

The Wind Pro range of portable fans come in the table, stand and wall mounted versions and aptly provides a long-awaited solution for the consumer in southern India."

e also added that the weather in most of the southern parts of India experiences a hot and humid climate, therefore customers demand fans which have high thrust air flow. The current breed of portable three blade high speed fans available in the market may have higher RPM but give out lesser CMM of air with lesser thrust and come with lots of noise. To counter this problem, Orient Electric has launched its 5 blade Wind Pro range of portable fans which delivers 95 CMM of air delivery with high thrust and has far lesser sound levels and also consumes less power.