

News monitored for: C K Birla

A range of fans to complement your style

AEROQUIET (WOODEN) ₹5,200

AEROSTORM ₹5,990

AEROQUIET BLDC ₹7,300

AEROQUIET (CHEQUERED) ₹5,200

AEROLITE ₹6,900

CK BIRLA GROUP

orient electric

switch to smart

Rakesh Khanna, CEO, Orient Electric Limited

Atul Jain, Sr VP and Business Head, fans, Orient Electric

Orient Electric, part of the CK Birla Group, launched its new Aerostorm premium ceiling fan with a tie-up with Amazon. Orient Aerostorm promises highest air delivery of 300 CMM (cubic meters per minute) with minimum air vortex and sound. It has a sweep of 1320 mm and has 100% rust-free blade made of high-grade glass filled compounded ABS, which provides strength to the blades, thus making it bend-proof, rust-proof and easy to clean. The advanced aerofoil blades, coupled with winglet technology, is powered by an 18-pole heavy motor, enabling the fan to deliver an impressive 300 CMM of air. The winglet in blade design helps minimize the air vortex and sound. The seamless design, high-gloss premium finish with PU paint and UV metalized deco ring adds to the premium quality of the fan. Priced at an MRP of ₹5990, it has been launched on Amazon at an exclusive offer price of ₹5399 with additional flat cash back of ₹500 for a limited period. It also comes with interest free EMI option for Amazon buyers.

Rakesh Khanna, CEO, Orient Electric Limited, says, "Based on the consumer needs of silence, high air delivery and premium finish, our design engineers used the aeronautical concepts to develop the product line-up of Aeroquiet fans. Aerostorm, the second fan in the series after Aeroquiet, is inspired from aerofoil design of aircraft wings and uses the winglet technology to further reduce the air cutting noise while giving an astounding air delivery of 300 CMM. The future of fans has been redefined with this series."

Other ranges of fans include Aerolite, with features such as warm white LED light, aerodynamic profile blades for high air delivery, 100% rust-free blade made of high-grade glass filled ABS for strength and longer life, high-gloss premium finish with PU paint, smooth airflow for silent operation, sturdiest and heaviest motor design for longer life and double ball bearing for smooth and noise-free operation. Their Aeroquiet BLDC has aerodynamic design, superior PU finish, higher energy efficiency, consumes less electricity, gives a smooth air flow, has strong motor (18 pole), and saves 50% power with BLDC motor. The third range, Aeroquiet fans, have features such as aerodynamic profile blades, 100% rust-free blade made of high-grade glass filled ABS, high-gloss premium finish with PU paint, smooth airflow, sturdy and heavy motor design and double ball bearing.

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