

Smart ceiling fans that look good in modern Indian homes

The history of fans can be traced back to the times of ancient Egypt and the Roman empire. With the invention of electricity, fans evolved in terms of design, usability, efficiency, aesthetics and performance. So sweeping has been this evolution that today, there is a new breed of fans in the market, which includes noiseless fans, decorative underlight fans, fans with energy-efficient inverter motor, aerodynamically designed fans, bladeless fans and smart ceiling fans that can be operated via mobile app and voice assistants.

Fans are no more a neglected fixture when it comes to interior design and décor. On the contrary, Indian homeowners are now considering them as an important interior design element to add drama to their space. Premium fans are the in thing and the same is driving the Indian fan makers to up their game. Orient Electric created a precedent in 2017 with the launch of its Aeroseries range of aerodynamically designed fans that focus on the three defining aspects: Silence, high air delivery and aesthetics.

The latest addition to this series, Aeroslim, which was launched in January 2019, has a one-of-a-kind slim cylindrical design, telescopic adjustable mounting to suit varied ceiling heights, energy-efficient inverter motor and superior hydrographic finish. This range is IoT-enabled and can be controlled via Orient Smart mobile app from anywhere, anytime. It can also be operated via voice assistants. This means that if you are sleepy or have been sleeping, you don't need to get up or open the app, but simply command your voice assistant to control the fan.

Atul Jain, EVP and Business Head, Fans, Orient Electric, says, "Much like people flaunt their rides and other luxury possessions, they are now opting for premium appliances to make a lifestyle statement and fans are no exception. Rapid urbanisation, increased spending power and increasing appetite for aspirational lifestyle are driving this shift towards premium fans and the focus now is on the integration of IoT technology. Also, the



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fans replacement cycle in India is getting shorter, which is further adding to the demand." He adds, "We recently showcased the fan

at Delhi Times Fashion Week and the response was overwhelming. With strong focus on innovation and a solution-oriented approach, we are working hard to understand the stated and unstated needs of the consumers and address them with apt products and solutions."

Website: <https://www.orientelectric.com/>



Atul Jain, EVP and Business Head, Fans, Orient Electric



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