

Orient Electric gets 'Superbrand 2019' status for fans and air coolers



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Orient Electric Limited has been conferred with the prestigious 'Superbrand 2019' status for fans and air coolers by leading independent brand arbiter Superbrands India.

Orient Electric emerged as a powerful entity in both the categories after a thorough evaluation process by eminent professionals in marketing and advertising. Also, it ranked amongst the top 5% and 10% of all brands across categories in India for fans and air coolers respectively. This year's effort was endorsed by 18,031 people who scored across 1488 brands and 237 categories.

Mr. Rakesh Khanna, MD & CEO, Orient Electric Limited said, "We are delighted to receive the consumer validated Superbrand status for two of our businesses – fans and air coolers. Our focus has always been on using technology led innovation to create the differentiation that the new age consumers expect. At a time when air coolers are still considered a commodity, we have created differentiators by introducing IoT-enabled air coolers and modular metal-bodied outdoor air coolers. In fans category, the phenomenal success of Aero Series range has helped us capture No. 1 position in the premium segment and our recently launched IoT and voice enabled Aeroslim fan is getting extremely positive response."

Orient Air Coolers has been awarded the illustrious Superbrand status for the first time, Orient Fans has bagged it for the third time after getting it earlier in 2015 and 2017. Orient Electric offers a wide range of Fans, Home Appliances, Lighting & Switchgear.