

# Orient Electric enters Health Appliances segment, launches UV Sanitech

- *Forays into Health Appliances segment with an aim to promote hygiene and safe health practices in the country in the wake of Covid-19 crisis.*
- *Orient UV Sanitech uses UV-C rays in a safe and contained manner to sanitise the surfaces of daily use items.*

**National, July 17, 2020:** Orient Electric Limited, part of the diversified USD 2.4 billion CK Birla Group, has announced its entry into the hygiene products segment with the launch of UV Sanitech, a box-shaped sanitisation chamber that uses ultraviolet (UV-C) light which kills viruses including coronavirus, bacteria and fungi on the surfaces of everyday objects and groceries in 4 minutes. The company is manufacturing the sanitisation box in-house at its Faridabad plant and plans to introduce more products in this category in the near future.

**Rakesh Khanna, MD & CEO, Orient Electric Limited** said, *“Covid-19 crisis has led to a significant shift in the consumer quest and preferences in India, leading to a spike in demand for health and hygiene products. This trend is likely to continue in future as maintaining highest hygiene standards will be part of the ‘new normal’ in the post Covid-19 era. We have always focused on developing products which are innovative, healthier, safer, and add convenience to life and as a responsible brand, we want to contribute in the nation’s fight against the spread of the deadly virus. Our new UV-C light based UV Sanitech is a step in this direction.”*

**He further said,** *“Amid Covid-19 pandemic outbreak, there is a mounting fear amongst people about bringing contamination inside their homes and offices with the purchased goods and everyday use objects including mobiles, wallets, electronic gadgets, food items and currency. Orient UV Sanitech kills over 99.9%\* viruses and bacteria using Ultraviolet germicidal irradiation (UVGI) method, which is safe and highly effective. For us, this is not just about launching a need-of-the-hour product, but a conscious effort from our side in making our customers and their families safer and aiding to maintain hygiene.”*

Orient UV Sanitech box has 34 litres capacity and it uses two UVC lamps of 11 watts each placed diagonally providing sufficient UV germicidal irradiation with the surround reflectivity ensuring uniform spread of the UV irradiation from different angles thus increasing the efficacy of disinfection and ensuring 360-degree surface disinfection. It generates Ultraviolet light in the germicidal wavelength of 200nm - 280nm, specifically at 254nm, killing. The pre-set-electronic timer ensures optimum duration of 4-minute exposure to effectively kill the bacteria and viruses.

Orient UV Sanitech is top loading which makes it easier for users to put in the items. It is completely safe to use, comes with a safety switch which automatically turns off the UV light when the door is open, has electronic timer display with error alert function, rubber gasket to prevent leakage of UV rays and a robust metallic body.

Orient UV Sanitech is 'Made in India' and is tested and certified at an NABL accredited lab. Priced at Rs. 11,999/-, it is available through Flipkart and Amazon. Orient UV Sanitech comes with 1-year warranty on the product and 6-months warranty on the UVC lamps.

### **About Orient Electric Ltd.**

*Orient Electric Limited, part of USD 2.4 billion diversified CK Birla Group, is a trusted brand for consumer electrical products in India, with strong manufacturing capabilities and presence spanning over 40 countries. It offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. In the domestic market, it has penetration up to the small towns with a well-organised distribution network driven by over 4000 dealers, 1,25,000 retail outlets and a strong service network covering more than 450 cities. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit [www.orientelectric.com](http://www.orientelectric.com).*

### **About CK Birla Group**

*The CK Birla Group is a growing US \$2.4 billion conglomerate that has a history of enduring relationships with renowned global companies. With over 25,000 employees, 41 manufacturing facilities, 21 service delivery locations, numerous patents and awards and a customer base that includes some of the world's best-known companies, the Group's businesses are present across five continents. For more information, visit us at [www.ckbirlagroup.com](http://www.ckbirlagroup.com)*

*\* UV Sanitech has been tested at Delhi Test House, Delhi, a NABL-accredited Laboratory and found to have 99.99% effectiveness in killing pathogens (Lab Report Number: 24911200605GEN133 dated 27.06.2020) and inferred as effective against Corona Virus as per Food and Drug Administration, USA guidelines (Docket # FDA-2020-D-1138 dated 29.03.2020).*

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