

Orient Electric launches India's first cloud cooling fan

- *A first-of-its-kind innovation in fans, Orient Cloud 3 is India's first cloud cooling fan featuring Cloudchill technology which helps bring down the air temperature by up to 12 degrees Celsius.*

National, February 28, 2023: Orient Electric Limited, part of the diversified USD 2.4 billion CK Birla Group, has announced the launch of Cloud 3 fan, a first-of-its-kind cooling fan powered by Cloudchill technology. Orient Cloud 3 not only delivers cool air, but cools the space as well, making it a great choice for Indian households given the year-round hot temperatures. Flaunting a distinctive design, Orient Cloud 3 cooling fan comes with a 4.5-litre water tank that lasts up to 8 hours, thereby ensuring uninterrupted and effective cooling. The fan is capable of bringing down the air temperature by up to 12 degrees Celsius.

With the launch of this lifestyle cooling solution, Orient Electric aims to reinforce its thought leadership in the category while meeting aspirational needs of the consumers.

Speaking on the launch of Cloud 3 fan, **Rakesh Khanna, MD & CEO, Orient Electric** said, *"It is our unrelenting focus on customer-insight led innovation that enables us to continuously come up with differentiated and first-to-market products with class-leading features. With the launch of Cloud 3 fan with the unique Cloudchill technology, we have created a new category altogether. Fans usually become less effective as temperatures go beyond 34 degrees Celsius, and thus the idea of developing a cooling fan was born. Cloud 3 fan is capable of bringing down the temperature by up to 12 degrees Celsius. It has an in-built cloud chamber that converts water into cloud-like nanoparticles which instantly cools the air while the aerodynamically designed fan blades help spread this chilled air across the room. We are a leading player in the premium fans segment and with the launch of Cloud 3 fan, we hope to gain a stronger foothold in the market. We are offering Cloud 3 through select stores for consumers to experience its superior cooling capability."*

Interestingly, one can actually see and feel clouds coming out of the Cloud 3 cooling fan. The fan's 4.5-litre water tank lasts up to 8 hours and one can add ice as well to experience the extra chill and water-based fragrances to aromatize the surroundings. Other salient features include silent operation, controlled humidity, remote control for ease of operation, adjustable downward tilt up to 10-degrees to direct the cooling, 30-degree oscillation to help circulate cool air across the room, and aerodynamically designed blades for superior air thrust and delivery. One notable feature is the fan's Breeze mode that allows users to experience breeze-like effect inside their homes. Available in two finishes – White & Black - the fan is suitable for use inside homes, shops, offices, and other small spaces. Orient Cloud 3 fan will be initially available through Amazon for a limited period and will then be offered at select retail outlets.

About Orient Electric Ltd.

Orient Electric Limited is part of USD 2.4 billion diversified CK Birla Group, with strong manufacturing capabilities and presence in over 40 countries. It is a trusted brand for consumer electrical products in India, offering a diverse portfolio of fans, lighting, home appliances and switchgears. In the domestic market, it has penetration up to the small towns with a well-organised distribution network reaching 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.

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

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