

Orient Electric launches a new range of 5-blade portable fans

- *Introduces a new range of five blade table, wall and stand fans with powerful air thrust and delivery along with silent operation*
- *Launches TVC featuring MS Dhoni*

TVC Link: <https://www.youtube.com/watch?v=EOp0slmrF28>

National, May 02, 2018: Orient Electric Limited, part of the diversified USD 1.8 billion CK Birla Group, today announced the launch of its 5-blade Wind-Pro series of portable fans which promises high air thrust and delivery with silent operation. The launch is part of company's plans to consolidate its portfolio and also strengthen its presence in South India.

The weather in most of the southern parts of India experiences a hot and humid climate, therefore customers demand fans which have high thrust air flow. The current breed of portable three blade high speed fans available in the market may have higher RPM but give out lesser CMM of air with lesser thrust and come with lots of noise. To counter this problem, Orient Electric has launched its 5 blade Wind Pro range of portable fans which delivers 95 CMM of air delivery with high thrust and has far lesser sound levels and also consumes less power.

Commenting on the launch of the new range of fans, **Mr. Atul Jain, Sr. VP & Business Head, Fans at Orient Electric** said, *"South India is a key focus market for Orient Electric and with this new range of 5 blade Wind Pro fans we aim to increase our market share further in the region. The Wind Pro range of portable fans come in table, stand and wall mounted versions and aptly provides a long awaited solution for the consumer in southern India."*

Orient Wind Pro fans have a sweep of 400 mm and give an impressive air delivery of 95 CMM/ 5700 CMH and has Oscillation & speed control. An important feature of Wind Pro fans is concentric winding which eliminates electrical imbalance at low and medium speed, thus reducing the motor noise.

Pricing for the new range of 5-Blade Wind-Pro fans starts at an MRP of Rs. 2,370. The fans are available at all leading outlets across India and can also be bought online at company's e-commerce portal www.orientelectricshop.com.

Orient Electric's long-standing brand ambassador MS Dhoni features in the new campaign for Wind Pro fans emphasizing on high air thrust. The TV ad is strongly flanked by print and active engagement through social and digital touch points.

About Orient Electric

Orient Electric Limited is part of USD 1.8 billion diversified CK Birla Group. Orient Electric has been a household name in the Indian fan industry for over 60 years. With its state-of-the-art manufacturing facilities in India and operations spanning over 35 countries, the brand has earned the trust of millions of customers worldwide by providing high-quality, innovative products. In the domestic market, it has penetration up to the small towns with a well-organised distribution network driven by over 3500 dealers, 1,00,000 retail outlets and a strong service network covering more than 300 cities. It offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit www.orientelectric.com. Shop online at www.orientelectricshop.com

About CK Birla Group

The CK Birla Group is a growing US\$1.8 billion conglomerate that has a history of enduring relationships with renowned global companies. With over 20,000 employees, 41 manufacturing facilities, service footprint across 24 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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