

Home > News > Orient Warms up Competition this Winter: Launches 18 Water Heaters

Orient Warms up Competition this Winter: Launches 18 Water Heaters

December 8, 2017  Mirvay Bhattacharjee    



TWEET



SHARE



+1



“Our new range of storage, instant and gas water heaters is in line with the evolving market trends and changing consumer preferences,” Sr VP & business head for appliances Saurabh Baishakhia said.

Eyeing to strengthen its position in the domestic water heater market, fans major and fast growing lighting firm Orient Electric has rolled out 18 new models in the product segment across the glassline, instant, and gas water heater sub-categories.

“This winter Orient Electric is launching 18 new models of water heaters across the glass line, instant, and gas water heater categories, pointing to the huge potential in these categories. With the launch of these models, we aim to fill the existing gap in the segment, which is to have smarter and efficient water heaters,” said the company’s Sr VP and business head for appliances Saurabh Baishakhia in a statement.

Underscoring the USP, he said: “Our new range of storage, instant and gas water heaters is in line with the evolving market trends and changing consumer preferences. We’re confident that our technologically advanced, energy-efficient and aesthetically pleasing Enamour glassline water heater with Whirlflow technology will set new standards in the segment. Its efficient heating system offers 20% more hot water, meaning enough hot water for everyone in a nuclear family. Our instant water heaters are also ideal for use in high-rise buildings while they also work perfectly well in low pressure areas.”

He added that the most models in the new range come with a BEE 5-star rating, “thus helping consumers save money on electric bills”. The range includes storage, instant and gas geysers in different types and capacities.