

Orient Electric launches Fastest ceiling fan 'Falcon 425'



Chennai : Orient Electric Limited, part of the diversified USD 2.4 billion CK Birla Group, has announced the launch of Falcon 425, fastest* fan in the 1200 mm sweep size in the country with an astounding 425 RPM thus ensuring exceptional air delivery and air throw.

This is, in addition to its high-speed model 'Orient Summer Breeze Pro' which comes with the strong 14 Pole motor in the category along with advanced PSPO technology. The company is launching Falcon 425 in the state of Tamil Nadu and will roll it out in other states soon.

Atul Jain, Executive Vice President, Orient Electric said, "Tamil Nadu is a key focus market for Orient Electric, and we have been continuously looking at the latent needs of the customers in the region and attuning our products to address those needs.

Most of the South India including Tamil Nadu experiences a hot and humid climate, therefore there is a huge demand for fans with high-thrust air delivery. We are excited to launch our Faster than High Speed fan, Falcon 425, first in Tamil Nadu. Falcon 425 along with our High-Speed fan 'Summer Breeze Pro' promise an impressive air delivery and air throw which will help the users stay comfortable and cool during the sweltering summer.

We are expecting good response for our 'super speedu jodi' in the state against the backdrop of sweltering heat, pent-up demand, and continuance of work from home culture."