tennews.in
National News Portal

2018 AUTO EXPO THE MOTOR SHOW
3 - 14 FEBRUARY 2018

EMBARK TO EXPLORE
BOOK YOUR DATE: 9
India Expo Mart, Greater Noida, NO

BREAKING   NEW DELHI   NOIDA-GR NOIDA   INDIA   POLITICS   EDU   BUSINESS   TECH   ENTERTAINMENT   A

Home > New Delhi > Orient Electric Launches New Series of Premium Aerocool Fans, Price Starting at Rs 5290

NEW DELHI   BUSINESS   ENTERTAINMENT & LIF...

Orient Electric Launches New Series Of Premium Aerocool Fans, Price Starting At Rs 5290

PRERIT CHAUHAN (PHOTO/VIDEO BY SAURABH SHRIVASTAVA)

By Tennews1   —   Last updated   Feb 19, 2018

Share   53

New Delhi: Orient Electric brings world class technology to its premium fans, launched Aerocool with winglet technology & aerofoil design in Capital, Offering a complete range of Aeroseries fans that focus on three defining aspects - reduction of sound, increase in air delivery and aesthetics. Super premium fans to contribute to 10 per cent of its total fan sales in the next 2 years.

Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, today announced the national launch of its new Aerocool super premium ceiling fan which promises highest air delivery of 300 CMM with minimum air vortex and sound.

Orient Electric Aerocool Fans | Review by Arun Jain, VP & Business Head Orient Electric | To...

The new launch is part of the company's plans to strengthen its presence in the fast-growing premium and super premium segments. Orient Aerocool takes the technological genius of recently launched Aerostorm fan a step further with its striking looks, aerofoil blade design, winglet technology and the unique bottom canopy.

Orient Electric Launches New Series of Aerocool Fans | Full Conference | Best Fans 2018

Speaking to Ten News, Atul Jain, Sr. VP & Business Head, Fans, Orient Electric said, "It gives me immense pleasure to share that our Aeroseries fans range is finding acceptance all over the country, particularly in markets such as Tamil Nadu, AP, Kerala and Karnataka in South, Maharashtra and Gujarat in West and parts of the north like Delhi, UP, Punjab and Rajasthan, which are all very critical markets. Our recent tie-up with Amazon for Aerostorm fan has been a success and we have captured No. 1 position in premium ceiling fans at Amazon Great Indian Sale (21st-24th Jan)".

Orient Aerocool is priced at an MRP of Rs. 5290.