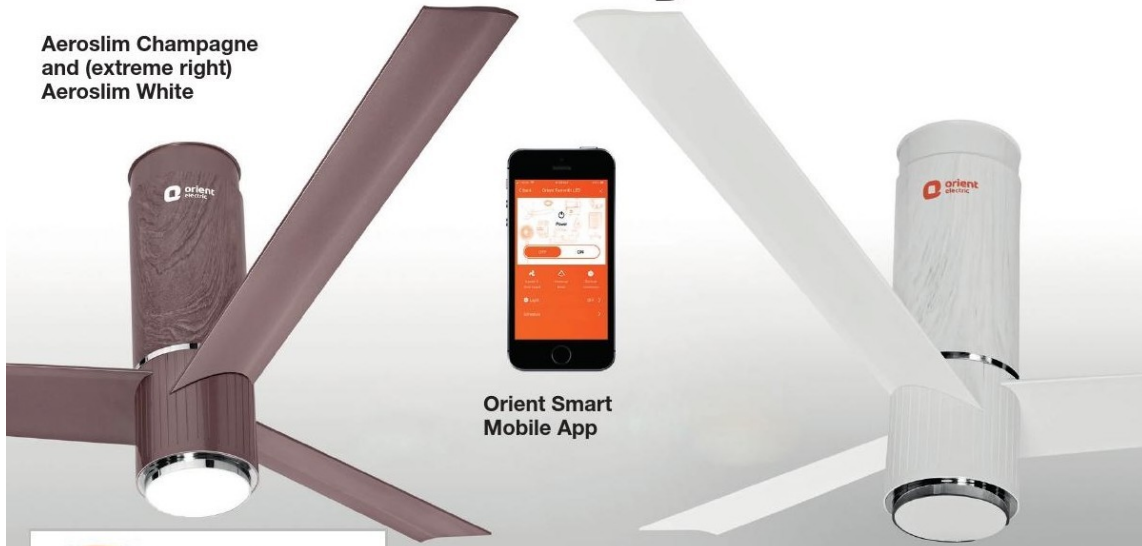


Smart fans for your home

Aeroslim Champagne
and (extreme right)
Aeroslim White



Orient Smart
Mobile App



Atul Jain at the
launch of the fan

Ceiling fans have come a long way from their plain avatars, and are now available in different styles and features. From wooden textures and handcrafted designs to underlight fans and aerodynamically-designed silent ones, fans are now available to suit every need, space and style.

Orient Electric has come up with Aeroslim, a smart ceiling fan, which was launched in Delhi recently. Smart home technology is gaining popularity in India as it provides homeowners comfort, convenience and energy efficiency by allowing them to manage their home devices via mobile apps or other connected devices. Recent trends show that the aspirational Indian consumer is switching from value-led purchase to smarter purchase and doesn't mind spending marginally higher if it makes his or her life easier.

Atul Jain, Sr Vice President & Business Head, Fans, Orient Electric, said, "Every new product that we are launching is based on Indian consumer insights, and Aeroslim captures many such elements, be it its slim design, IoT (internet of things) control, inverter technology or its hydrographic finish and underlight."

The fan is IoT-enabled and can be controlled via their Orient Smart mobile app, which can be downloaded from Play Store and App Store. It can also be controlled through voice commands. Users can turn the fan on and off, regulate the speed, set the timer, control underlight, schedule it, and switch between the modes via the app. According to the brand, Aeroslim is India's first inverter fan that saves 40% energy, and is the world's slimmest ceiling fan because of its unique slim cylindrical design.

The fan, priced at ₹7790, features advanced aerodynamic blade design to give an impressive air delivery of 240 CMM while ensuring silent operation even at low voltages of up to 140V. It has telescopic adjustable mounting which complements both traditional and modern ceilings. The fan has a sweep of 1200 mm and has 100% rust-free blade made of high-grade glass filled compounded ABS which provides strength to the blades, making it bend-proof, rust-proof and easy to clean. Its slim design, integrated underlight with dimming options and superior PU paint with hydrographic finish lend a slick look to the fan, which also comes with a remote for ease of operation.

Website: www.orientelectric.com;

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