

# Orient eyes southern market

**RITWIK MUKHERJEE**  
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With the summer season setting in, Orient Electric Ltd, an arm of the \$1.8 billion diversified C K Birla Group, is now eyeing the southern Indian market with its 5-blade wind-pro series of portable fans. The southern states in the country, known for experiencing a hot and humid climate in the summer season, are in need of portable fans with high-thrust air flow. And to cater to this requirement, Orient Electric, this time round, has come up with 5-blade wind-pro series of portable fans featuring the CTX (concentric winding) technology, which ensures silent operation, high air-thrust and low power consumption along with higher reliability, top company officials said.

Significantly, the typical breed of portable 3-blade high speed fans available may have higher RPM, but give out lesser CMM of air with lesser thrust and come with lots of noise. The new 5 blade Wind Pro range of portable fans from the stable of Orient Electric, promises to address this problem with the help of its new range of fans, which give out 95 CMM of air delivery with high thrust and far lesser sound levels while consuming less power.