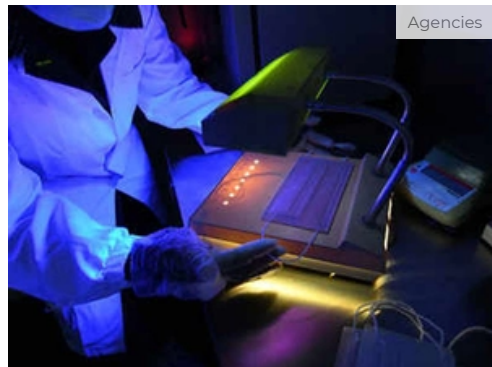


Covid-19: Orient Electric launches UV Sanitech, enters hygiene products segment

Synopsis

The company said UV Sanitech is a box-shaped sanitisation chamber and claims it uses ultraviolet (UV-C) light to kill viruses including coronavirus, bacteria and fungi from an object's surface within minutes.



The company said Orient UV Sanitech is 'Made in India' and priced at Rs 11,999. It is available on Flipkart and Amazon.

NEW DELHI: **Orient Electric** NSE 3.33 % Limited, part of the diversified **CK Birla Group**, on Friday announced its entry into the **hygiene products segment** with the launch of UV Sanitech, a box-shaped sanitisation chamber that uses ultraviolet (UV-C) light which kills viruses including **coronavirus**, bacteria and fungi on the surfaces of everyday objects and groceries in four-minutes.

The company is manufacturing the sanitisation box in-house at its Faridabad plant. The company intends to scale up its production further if demand rises. Additionally, it plans to introduce more products in this category in the near future.

Orient UV Sanitech box has 34 litres capacity and uses two UVC lamps of 11 watts each placed diagonally providing sufficient UV germicidal irradiation with the

surround reflectivity ensuring uniform spread of the UV irradiation from different angles thus increasing the efficacy of disinfection and ensuring 360-degree surface disinfection, said a press statement issued by the company.

The pre-set electronic timer ensures optimum duration of 4-minute exposure to effectively kill the bacteria and viruses.

Orient UV Sanitech is top loading which makes it easier for users to put in the items. It is completely safe to use, comes with a safety switch which automatically turns off the UV light when the door is open, has electronic timer display with error alert function, rubber gasket to prevent leakage of UV rays and a robust metallic body.

Orient UV Sanitech is 'Made in India' and is tested and certified at an NABL accredited lab. Priced at Rs 11,999, it will be available through Flipkart, Amazon and the e-commerce platform of the government called GeM from July 18, 2020 (tomorrow). The company is offering the product at an introductory price of Rs 7,999.

Orient UV Sanitech comes with one-year warranty on the product and six-months warranty on the UVC lamps.

Elaborating on the launch, Orient Electric MD & CEO Rakesh Khanna said, India recording more than a million coronavirus cases clearly indicates people are bringing contamination inside their homes and offices with purchased goods as well as everyday objects like mobiles, wallets, electronic gadgets, food items, currency and credit /debit cards -- objects which are difficult to sanitize or disinfect with the help of alcohol based sanitizers or with baking soda solution.

COVID-19 CASES

| | Confirmed | Deaths |
|-------|-----------|--------|
| India | 1,003,832 | 25,602 |
| World | | |

"Orient UV Sanitech will enable users to kill over 99.9% viruses and bacteria using ultraviolet germicidal irradiation method, and sanitise these items with ease," Khanna added.

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