

# Orient unveils energy efficient range of fans

Claims to reduce energy consumption even at high speeds

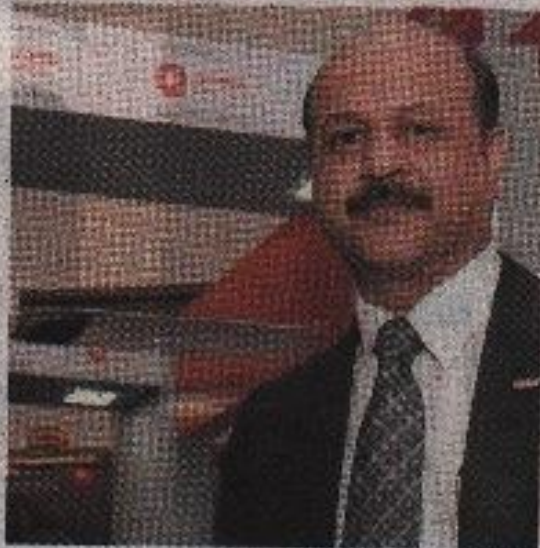
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Chennai, March 12

Orient Electric, part of the \$1.6-billion CK Birla group, has launched a range of energy efficient fans, based on the BLDC (brushless direct current motor) technology. Announcing the launch here today, Rakesh Khanna, CEO, Orient Electric, said these fans consume 50 per cent less energy, and run at low voltages. Besides, it comes with a remote control unit.

While traditional fans consume 70W of electricity, Orient's BLDC fans consume only 32W, providing higher air delivery as well, he explained. It has launched two models, and the basic model is priced at ₹4,800 and the superior model comes at ₹8,000.

According to Anindya Das, Business Head for fans, the additional investment (price differ-



Rakesh Khanna, CEO, Orient Electric, at the launch of premium range of fans in Chennai **BIJOY GHOSH**

ential between regular fans priced in the range of ₹1,300-1,600) can be recovered in less than 2-3 years. He said each average household in cities, has 2-3 fans running for 16 hours a day. "Therefore we wanted to develop products which reduce energy consumption even at high speeds, and the result is this range," he said. The BLDC range has been developed by the company's R&D team based at Faridabad after years of research, Das added.