

Orient Electric unveils Aero series of premium ceiling fans; files for patent

OUR BUREAU

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Orient Electric has launched Aeroquiet ceiling fan fitted with aerodynamic profile blades for high air density. The company has filed patent for design and technology of these fans, said Sameer Tandon, Senior Vice-President and Business Head, Fans, Orient Electric. The company is part of the \$1.6-billion CK Birla Group.

Priced at ₹3,700 in Chennai, Aeroquiet is the company's Aero series of premium ceiling fans. The company will soon announce three more variants in its Aero series, he told newsmen.

"Aeroquiet is an innovation in aerodynamic design used in the luxury fan blades," he told newsmen.

The company had spent nearly ₹3 crore on tooling and



Sameer Tandon, Senior Vice-President and Business Head, Fans, Orient Electric

machinery to produce the first batch of around 20,000 Aeroquiet fans a month at its Faridabad plant, he said.

TN huge market

On choosing Chennai for the pan-India launch, Tandon said Tamil Nadu is the country's largest fan market with nearly 44 lakh units sold last year. Unlike other regions, the entire South is a market for

fans throughout the year, he said.

Tandon said nearly 4.5 crore fans were sold last year of which nearly 3.5 per cent was in the premium segment, which is growing better than ordinary fans, he said.

Orient Electric has nearly 20 per cent market share in the fan segment. It reported revenue of around ₹1,200 crore last year and has been growing at around 9 per cent in the last few years. However, in the first half of the current financial year, the growth was nearly 10 per cent, he said.

On exports, Tandon said the company exports to the US, Asia, Middle East and Africa. Last year, the company exported nearly 13 lakh fans and this year it would be nearly 15 lakh.

The new range of fans will also be exported in the future, he said.