

Orient Electric bets on IoT for growth



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Orient Electric bets on IoT-enabled air coolers

Orient Electric is betting on Internet of Things (IoT)- enabled cooling solutions to grow its market share in air coolers business, said a senior official. “Coolers’ industry is a heavily crowded market space. We have started creating disruptions to gain market share not only by challenging the organised sector, but also the unorganised segment,” said Saurabh Baishakhia, senior VP and business head, appliances, Orient Electric.

Recently, the company tested-marketed its air coolers with IoT-enabled solutions. It is now planning to roll out seven models this year that are compatible with Orient Smart App, voice control with Alexa and Google Assistant.

“We are amongst the top five selling cooler brands in the select geographies. Our aim is to be amongst the top three market players in the cooling business by 2020. For this, we are earmarking over ₹20 crore on advertising and marketing and ₹10 crore to ₹12 crore on designing and tooling,” he said.

“It is going to be a 100% increase in advertisement numbers compared to last our last year spends. We need to create better awareness for IoT coolers,” he added.