

# Orient reinvents fans with new launches

Orient Electric Limited, part of the diversified CK Birla Group, has launched a new range of lifestyle portable fans, featuring distinctive designs.

With the launch of this series, Orient Electric aims to reinstate its thought leadership in the category while meeting aspirational needs of the consumers. The company is targeting to not only grow this category exponentially, but also build a dominant share in the next one year.

The senior vice president and Business head of fans for the company, Atul Jain, believes that with the changing climatic conditions and prolonged summers, increasing dust and air pollution, shrinking spaces and need for more personalised cooling solutions, there arises a need for solutions beyond the traditional ceiling and table fans. Jain commented, "The need for safer portable



fans for kids, need for better air circulation in air-conditioned rooms, far more personal need for air in confined spaces like puja rooms, were some of the insights

which inspired us to think and find solutions for the consumers, beyond traditional ones. Each of our lifestyle range of fans addresses the unique con-

sumer insights and latent requirements. Designed to bring alive exclusivity, these fans exude sheer elegance."

The company has launched four fans in its lifestyle series. The Orient Bladeless fan uses a combination of physics and aerodynamics, flaunting a distinctive design. The curvaceous fan has no blades and comes with a remote control, in-built mood lighting with four colour options and 7.5 hours of standby timer. The Orient Monroe tower fan being compact, can fit easily into any space big or small, like the kitchen top, shop or office workstation. The fan comes with three speed settings, in-built timer and a remote control for ease of use. The Orient Auctor, is fit with the 3-D auto-oscillation feature which helps the air to circulate to every nook and corner of the room. Stylish

and compact, the Orient Auctor has a touch screen control, in-built timer function and a remote-controlled operation for ultimate convenience. The Orient Proteus is a luxury box fan with compact design, super silent motor, vertical adjustment feature and three speed settings along with a timer control.

Jain further added that with rising incomes and aspirations, along with increased exposure to digital and the global lifestyle and technologies, individualisation trend is catching up fast in consumer durables space. He explained, "Consumers today want to have individualised solutions that make life simpler and experiences better. Our luxurious breed of mobile lifestyle fans is sure to interest the modern aspirational consumers and add a glam quotient to their home and office interiors."