

Orient Electric ups its premium game with new range of 'lifestyle portable fans'

Orient Electric Limited, part of the diversified USD 1.8 billion CK Birla Group, launched a new range of lifestyle portable fans featuring distinctive designs. With changing climatic conditions



and prolonged summers, increasing dust and air pollution, shrinking spaces and need for more personalized cooling solutions, there arises a need for solutions beyond the traditional ceiling and table fans. 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.