

Orient eyes 50% pie in premium fans mkt by next yr

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Kolkata: Orient Electric, part of the diversified \$1.8 billion CK Birla Group, is expecting to grab 50% of the premium fans segment by the next one year. The fan maker claims to have bagged the number one position in the said segment with over 40% market share riding on the phenomenal success of its Aero Series range of aerodynamically designed silent fans.

Showcasing its complete range of premium ceiling fans here on Wednesday, Atul Jain, senior VP and business head (Fans), Orient Electric, revealed the company's plan to increase market penetration in eastern and north-eastern states. "Owing to increased electricity connection, rising incomes in the rural markets and longer stretches of hot and humid climate, we are betting big on these regions," he added.

Orient fans started in Kolkata in the early 1950s and became a household name not only in India but also in 35 countries through its wide exports network.

"Our Kolkata factory is India's first fan manufacturing unit and is recognized globally for producing the finest range of TPW (table, pedestal, wall) fans. It would be interesting for you to know that every second fan exported is an Orient fan," Jain said.