

Orient Electric launches high capacity air coolers in India

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Orient Electric has expanded its product lineup with the launch of new range of air coolers. The company claims that the new range of air coolers come with large tank capacities and advanced features.

Some of the new models launched include Smartchill 125L, Avante 105L and Titan 100L in desert cooler category and Maxochill 100L in commercial cooler category. These coolers come equipped with fan blades with Aero Fan technology which ensures an impressive and longer air throw of up to 60-feet.

Orient air coolers include Honeycomb pads with DenseNest technology ensuring longer water retention resulting in 25% more cooling, Auto Fill function, mosquito breeding prevention, ice chamber, collapsible louvers, and castor wheels, among others.

Gaurav Dhawan, business head – ECD, Orient Electric Limited said, “With weather experts forecasting above-normal temperatures and potential heat waves this summer, we are anticipating significant traction in air coolers. We are today one of the top selling brands in the country in the segment, offering a wide range of coolers in different shapes, sizes, capacities, and materials to cater to every need and space. Our range includes more than 60 models including IoT-enabled & voice-controlled air coolers, metal-bodied coolers, and energy saving inverter air coolers.