

Orient Electric launches energy efficient fans

Chennai, Mar 13:

Renowned for its iconic PSPO fans that set new benchmark in the industry during the 90's, Orient Electric, part of the USD 1.6 billion diversified Indian conglomerate, CK Birla group, unveiled its premium range of BLDC (Brushless direct current motor) technology fans.

The new range of fans consume 50% less energy, provide high speed even at low voltages, operate in virtually noiseless fashion and run double the time on inverter as compared to normal fans. The premium BLDC fan also has an interactive LCD which displays power saving details, speed and timer. Asleek remote is provided for ease of use.

"Orient Electric's vision is to partner with our customers at every stage of their modern-day living by offering superior lifestyle solutions that make their

world safer, easier and creatively inspiring. Our brand promise of 'switch to smart' means every product you will see from our stable will not only be technologically advanced but will also have the smartness quotient of being eco-friendly and aesthetically pleasing", said Rakesh Khanna, CEO of Orient Electric.

The BLDC range of fans has been developed by the company's R&D team based at Faridabad after years of research. Orient Electric has an excellent track record as far as technological advancement in fans is concerned. Its revolutionary PSPO (Peak Speed Performance Output) technology changed the industry outlook all together. Now with BLDC technology empowered fans, Orient plans to revitalize the segment once again.