

Silent fans take Orient Electric to No. 1 position in the premium segment

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by PTI

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. Orient Electric which had 19% share in the segment grew to 35% this year with the phenomenal success of its "very silent, very powerful" Aero Series range of fans.

. Plans to increase share to 50% by end of this year by augmenting its premium fans range with new variants in varied colours and finishes.

New delhi, May 01, 2018: Orient Electric Limited, part of the diversified USD 1.8 billion CK Birla Group, has registered a robust increase in market share in the premium fans segment from 19% to 35% within one year. The company has grown by 150% in the segment following the launch of new variants in its premium Aero Series fans range featuring world-class technology. Premium segment comprises of fans priced at over Rs. 4000.

Mr. Atul Jain, Sr. VP & Business Head, Fans, Orient Electric Ltd. said, "Our Aero Series range of fans in the premium segment has been a runaway success and the growth figures indicate the increasing appetite within Indian consumers for aspirational lifestyle. Based on the strong consumer need identification of Silence, High Air Delivery and Premium Finish, our design engineers have used aeronautical concepts to develop this amazing product lineup of Aero Series fans. The key features are high air delivery, silent operation and elegant aesthetics. These fans have ABS blades with Aerofoil blade design and are enabled with winglet technology which ensures highest air delivery of up to 300 CMM and also impart stunning looks to these fans."

He further added, "We have a complete range of premium fans in different colours and finishes to suit every space and style. Now we are expecting premium fans to contribute to 10 per cent of our total fan sales in the next two years as we build on the portfolio of innovative products. We have an aggressive plan for this year and will increase our business by another 50-60% in this segment."

Orient Electric is the largest manufacturer and exporter of fans from India with more than 60% share in exports and a presence in over 35 international markets. In the domestic market, it has a well-organised distribution network driven by over 3500 dealers, 1,00,000 retail outlets and a strong service network covering more than 300 cities.