

Orient Electric launches its premium range of BLDC fans

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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, today 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. A sleek 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 Mr. 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.

Anindya Das, Business Head for fans said "Chennai has been a prestigious market for us and we did a lot of research looking at the needs of this market. Each household has on an average two to three fans running for 16 hours every day, round the year. Therefore, we wanted to develop products which reduce energy consumption even at high speeds. The BLDC fans are designed to provide superior speed and air delivery, while reducing power consumption by half. For a city like Chennai, which has an estimated 3.5 million fans, the power consumption can come down by 750MW a year, if all fans were switched to BLDC."

Earlier this year Orient had launched Ecotech, a base version of BLDC fans which has elicited a good response. Orient's environmentally responsible BLDC fans have super-efficient BLDC motors with a 5 speed remote, 4 step timer control, aluminum blades and 2 years warranty on its revolutionary motor. The permanent magnet rotor, electronic commutation and constant torque at all speeds make Orient's BLDC motor a winner with additional advantage of zero electrical noise.

While traditional fans consume 70W of electricity, Orient's BLDC fans consume only 32W, providing higher air delivery at lower power consumption. It has a sensor-less design and provides constant speed even at very low voltages (as low as 140 V). Orient's fans with BLDC technology have the promise to make India green and sustainable.

Orient Electric is the largest manufacturer and exporter of fans in India. Its in-house R&D and manufacturing strength are coupled with strong distribution and service network. It exports fans to over 30 countries and has retail footprint in over 1 lac retail outlets within India. Its manufacturing facilities are based out of Faridabad and Kolkata and have 153 authorized service centers across the country which provides service to its customers round the clock.