

## Orient Electric ups its premium game with new range of 'lifestyle portable fans'

**National, December 20, 2018:** Orient Electric Limited, part of the diversified USD 1.8 billion CK Birla Group, today launched a new range of lifestyle portable fans featuring distinctive designs. With changing climatic conditions and prolonged summers, increasing dust and air pollution, shrinking spaces and need for more personalised cooling solutions, there arises a need for solutions beyond the traditional ceiling and table fans.

With the launch of this series, Orient Electric aims to reinstate its thought leadership in the category while meeting aspirational needs of the consumers. The company is targeting to not only grow this category exponentially, but also build a dominant share in the next one year.

Speaking on the occasion, **Atul Jain, Sr. Vice President & Business Head, Fans, Orient Electric Limited** said *"Need for safer portable fans for kids, need for better air circulation in air-conditioned rooms, far more personal need for air in confined spaces like puja rooms were some of the insights which inspired us to think and find solutions for the consumers beyond traditional ones. Each of our lifestyle range of fans addresses unique consumer insights and latent requirements. Designed to bring alive exclusivity, these fans exude sheer elegance."*

**He further added,** *"With rising incomes and aspirations, along with increased exposure to digital & global lifestyle and technologies, individualisation trend is catching up fast in consumer durables space. Consumers today want to have individualised solutions that make life simpler and experiences better. Our luxurious breed of mobile lifestyle fans is sure to interest the modern aspirational consumers and add glam quotient to their home and office interiors."*

Orient Electric has launched four fans in its Lifestyle series. **Orient Bladeless** fan uses a combination of physics and aerodynamics, flaunting a distinctive design. The curvaceous fan has no blades and comes with a remote control, in-built mood lighting with four colour options and 7.5 hours of standby timer. **Orient Monroe** tower fan being so compact, can fit easily into any space big or small, be it your, kitchen top, shop or office workstation. The fan comes complete with 3 speed settings, in-built timer and remote control for ease of use. **Orient Auctor** comes with 3-D auto-oscillation feature which helps circulate air to every nook and corner of the room. Stylish and compact, Orient Auctor has a touch screen control, in-built timer function and remote-controlled operation for ultimate convenience. Last but not the least, **Orient Proteus** is a luxury box fan with compact design, super silent motor, vertical adjustment feature and 3-speed setting along with timer control.

A trusted name in the global fans industry, Orient Electric today is the largest manufacturer and exporter of fans from India with brand presence in over 35 countries. The brand has received many awards and accolades including the prestigious Superbrand status for its steadfast commitment to quality and innovation.

### About Orient Electric

Orient Electric Limited is part of USD 1.8 billion diversified CK Birla Group. Orient Electric has been a household name in the Indian fan Industry for over 60 years. With its state-of-the-art manufacturing facilities in India and operations spanning over 35 countries, the brand has earned the trust of millions of customers worldwide by providing high-quality, innovative products. In the domestic market, it has a well-organised distribution network driven by over 4000 dealers, 1,00,000 retail outlets and a strong service network covering more than 320 cities. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions with a diverse selection of fans, home appliances, lighting and switchgear. For more information, visit [www.orientelectric.com](http://www.orientelectric.com). Shop online at [www.orientelectricshop.com](http://www.orientelectricshop.com)

### About CK Birla Group

The CK Birla Group is a US\$1.8 billion diversified conglomerate that over the years has developed a strong footprint in manufacturing, engineering, technology, hospitals and education. With over 20,000 employees, 30 manufacturing facilities and a customer base that includes some of the world's best-known companies, CK Birla Group's businesses are present across five continents. For more information, visit us at [www.ckbirlagroup.com](http://www.ckbirlagroup.com)

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