

Orient Electric introduces energy saving fans

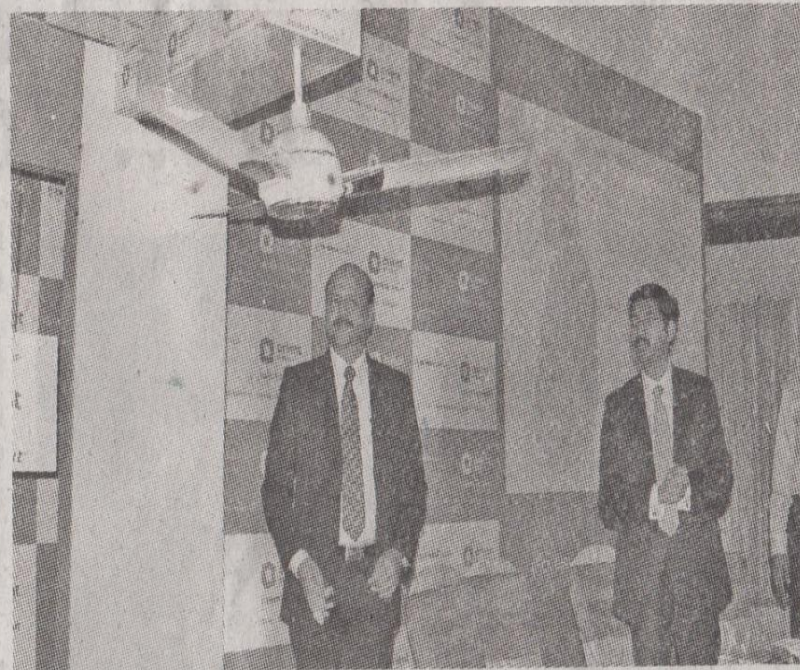
NT Bureau

Chennai, Mar 13:

'On an average, fans consume 70 watts of power, but Orient's BLDC fans will consume only 32 watts,' said Rakesh Khanna, CEO of Orient Electric at the launch of Orient's BLDC (Brushless direct current motor) technology fans in Chennai yesterday.

These new DC fans will consume 50 per cent less energy than other fans.

Speaking at the launch, Rakesh Khanna said, 'We are bringing about a change from induction motors to BLDC motors. We are switching to smart ones, where this is not only a technological advancement but also helps saving environment and money'.



Orient Electric CEO Rakesh Khanna and senior VP & business head (fans) Anindya Das, at the launch of the new BLDC fans in Chennai yesterday.

'It will provide good speed and air delivery. Brushless Direct

Controller will revolutionise the industry. Five years from

now, this product will be the most significant player in the market. It will help the nation to save over 14000 MW of energy every year,' the company officials said.

Orient's BLDC fans are available in white, brown and ivory colours and the base model is priced at Rs 4,800 and LED model at Rs 8,000. It comes with a two year warranty.

The features of the fan include a remote control, 4-step timer control, aluminum blades. high speed even at low voltages and works double time on inverter when compared to other fans. In the LCD display of the fan, speed, time and power saving ratios are given.