

Orient Electric introduces Essentia, a juicer-mixer-grinder, powered by Harmonic Syncro Blend technology

Essentia extracts more juice and causes minimum pulp splash and noise

National, June 30, 2014: Adding another smart product to its wide portfolio of kitchen appliances, Orient Electric has launched Essentia, a juicer-mixer-grinder, powered by Harmonic Syncro Blend technology (HSBT).

Essentia gives juice lovers a reason to rejoice as they will be able to make the most out of their fruits with maximum juice extraction and minimum hassle. HSBT uses Minus shaped holes in sieve and advance bean shaped design pusher for **maximum juice extraction**, long length feeder tube for accommodating **more fruits in one go**, and spiral pulp guidance to **reduce pulp splashing**, among other inspiring features.

With an introduction of Essentia which brings a breath of fresh air in a juicer-mixer category, Orient Electric aims to bring the perfect blend of great quality and convenience for the smart Indian consumer.

Essentia's consumer friendly features include:

- Higher wattage delivery
- Lower sound levels
- Modern looking Dial for speed changing
- Larger pulp collection chamber
- Click fit body opening with no external locks
- Higher ampere overload protection
- Extra juice collector container



The newly launched Essentia is yet another step to offer an enhanced consumer experience to the aspiring consumers who are consistently seeking lifestyle and convenient solutions at affordable price. In effort to engage its consumers, Orient Electric has started a FB-twitter contest # Juice-n-win contest. For more information, please visit www.facebook.com/orientelectric.

About Orient Electric

Orient Electric is part of USD 1.6 billion diversified CK Birla Group. Orient 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 30 countries in Asia and Africa, the brand has earned the trust of millions of customers worldwide by providing high-quality, innovative products. With its existing strengths of performance, reliability and innovation, the brand has expanded into the lifestyle product segments which include lighting and home appliances besides fans. Orient Electric is now a one-stop shop for lifestyle home solutions.

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