

Orient Fans Accorded 'Superbrand 2017' Status

November 30, 2017  Mrinmoy Bhattacharjee    



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Orient Fans has been conferred with the Superbrand status for 2017 by leading independent brand arbiter Superbrands India. It has been recognised for maintaining the “highest” standards of product “integrity” and category development. It emerged as a “powerful entity” in its category after a thorough evaluation process by eminent professionals in marketing and advertising, the company said in a press statement.

Orient Fans ranked amongst the top 10% of all brands across categories in the country. This year’s “effort” was endorsed by 19,151 people, who scored across 1,343 brands and 200 categories, it added.

“It’s truly an honour to retain the consumer validated Superbrand status. This recognition serves as a testimony to our commitment to achieve and exceed industry benchmarks in quality and processes. The competition today does not come from peers but from challenging and raising the bar for ourselves, in delivering innovation, efficiency, performance, and design. As always, we will continue disrupting the market with breakthrough innovation in fans category,” said the company’s Sr VP & business head for fans Atul Jain.

According to Jain, Orient is the largest manufacturer and exporter of fans from India. It has more than 60% share in exports and a presence in over 35 international markets. It has penetration in the small towns with a retail reach of one lakh retail outlets and has a strong service network covering 144 cities aided with a 24x7 call center in the domestic market.