

PRESS RELEASE

## **Orient Electric launches Ecotech fans which consume 50% less energy**

**Its BLDC technology cuts power consumption by more than 50%, can help the nation to save over 14000MW of energy every year**

**National, November 13, 2014:** Orient Electric, part of the diversified Indian conglomerate, CK Birla group, does it again! After the revolutionary PSPO fans that set new benchmark in the industry during the 90's, Orient Electric brings to the consumers less energy consuming and pocket friendly **ECOTECH** range of fans showcasing its home-grown innovation: the BLDC fans range. Built on BLDC (Brushless direct current motor) platform, the Ecotech range of fans cuts power consumption by an amazing 50%, while providing superior performance through constant speed and noiseless operation even at low voltages.

Ecotech has been developed by 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 developed in early 90's 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 Orient Fans said *"We are known to bring product upgrades like PSPO and now BLDC, but now it comes with a brand promise of 'switch to smart' which means every product you will see from our stable will not only be technologically advanced but will have the smartness quotient of being eco-friendly, efficient, having ease of use and aesthetically pleasing"*.

Orient's environmentally responsible Ecotech fans currently comes at Rs. 4800/- with 5 speed remote, 4 step timer control, aluminum blades, 2 years warranty on its revolutionary motor and choice of 3 colours (white, brown and ivory). 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. With a payback period of less than 2 years, investment in Orient's Ecotech fans is definitely worth the money. Luxury BLDC models from Orient Fans are also expected soon.

While traditional fans consume 70W of electricity, Orient's Ecotech 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 Ecotech technology has the promise to make India green and sustainable.

Saving Calculation	Orient Ecotech	Ordinary Fan
Power Consumption per hour @Highest Speed (Watt)	32	70
Units consumed per month @16hrs./day	15.4	33.6
# Electricity cost @ ₹6/- per unit for 2 years	1843	4032
Break-even additional cost in just 2 years	₹ 2100	

\* At 220V & 50Hz, wattage may vary by ±10%

# 10 Months of Fan run time per year & average unit cost is ₹6/-

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.

## 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 and 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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