

Orient Electric aims be among top 3 air cooler brands in 2-3 yrs

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New Delhi, Apr 30 () Orient Electric, part of the CK Birla Group, is looking to be among the top 3 air cooler brands in 2-3 years on the back of its innovative product range and increased distribution network.

"We look at pain points of customers and bring out solutions through innovations... We are working on product differentiation. About 60 per cent of air coolers market is still disorganised... We want to disrupt this market in a more meaningful way," Orient Electric Senior Vice-President and Business Head, Appliances Saurabh Baishakhia told .

"We aim to be among the top 3 air cooler brands in the next 2-3 years. We are in the top five in the geographies we operate in," he added.

In the past 2-3 years many organised players have entered the air cooler segment in India. Big players in the segment include Symphony, Bajaj Electricals, Havells, Blue Star, Orient Electric, Voltas and Crompton Greaves.

At present, Orient Electric sells air coolers in 90 towns in India. It plans to increase it to 150 towns by the end of this fiscal and to 300 towns in the next two years.

Baishakhia said the company is also looking at ramping up distribution network for its products to 10,000 outlets from 7,000 outlets at present by the end of financial year 2019-20.

"We are trying to increase the number of outlets that we are present in and also enter new geographies," he added.

Orient Electric is also targeting a double digit market share by end of the current fiscal, from about 6-7 per cent at present, Baishakhia said.

When asked if the company is looking at entering new product categories, he said, "We plan to get into breakfast essentials products. We will soon share details".