

Orient launches premium fans

Special Correspondent

CHENNAI: Orient Electric, part of the CK Birla group, has launched a new range of ceiling fans with a promise of 50 per cent less energy consumption when compared with other fans.

The new range, which incorporates BLDC (Brushless Direct Current Motor) technology, will be priced between Rs.4,800 (base model) and Rs.8,000 (LED version).

While traditional fans consume 70 watts of electricity, these BLDC-driven fans are expected to consume only 32 watts.

Thus, the company promises savings of Rs.1,500-Rs.2,000 (for an average of 16 hours a day) a year.

This is the second launch in the BLDC category. Earlier this year, the company launched Ecotech, a base version of BLDC fans, priced at about Rs.4,000.

"BLDC technology is going to be future in this business, and we expect all future fans to be built on this platform. We are the first in the organized segment to do the commercial launch of these kind of fans in the country," said Anindya Das, Business Head for fans, Orient Electric.