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March 1, 2017 Mrinmoy Bhattacharjee



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Fans major Orient Electric is aiming to capture a 25% market share in the premium fans segment. The company is banking on its just-launched Aero series, which it hopes will take off on the back of the country's smart cities, aspirational customers and rural growth story. The CK Birla group firm is also heightening its dealership support activities for the product category across the country.

“We have around 21% market share in India and 60% market share in exports. Today, we are the largest manufacturer of fans in the country. We believe that the Aero series range will help us to increase our share in the premium segment to around 25% in next 2-3 years,” says Anshuman Chakravarty, head for brand and corporate communication at Orient Electric. “Fans segment contributes close to 70% of our revenue. While smart cities, new developments and increasing aspiration of customers will drive our urban sales, higher rural growth will ensure our robust growth in rural sales. With our strategy, we are hopeful that we will be growing in double digits in the coming years.”

First in the Aero series of premium ceiling fans, the Aeroquiet was unveiled for the international market in Madrid, Spain last November. It was also introduced in the southern states of Tamil Nadu and Kerala, followed by a roll out in Nepal. Subsequently, the company brought it out for the national market.

According to the company, Aeroquiet ceiling fan has an 18-pole heavy motor and double ball bearing to provide smooth and silent operation. Equipped with 3D aerodynamic design, the 62-watt fan gives an air delivery of 240 CMM, with a sweep of 1200mm. The new fan has 100% rust-free blades made of high-grade glass-filled compounded ABS which gives them strength, making them bend-proof and rust-proof and easy to clean. It is priced at Rs 4,750.

Also, the company plans to unveil Aero series on the BLDC (Brushless DC Motor) platform. “The work is on and we are hopeful that we will be able to announce its launch shortly,” Chakravarty says, adding that plans are to launch 6-7 new fans this season.

In a related development, Orient Electric is stepping up its dealership support for Aero series by organising dealer meets and training. “Foremost part in this entire exercise is to give a firsthand experience of the product to the dealers. Therefore, in every state we are organising dealer meets to give a detailed explanation about the product. We have also set up experience zones where dealers can have a firsthand experience, and also understand the difference,” he says. Second, Chakravarty adds, is about educating the salesmen and for that the company has a training manual and audio visuals as well as self-explanatory infomercials. The company is also providing extensive in-shop promotional material for dealers.

He also informs that the company has started a retail reward and recognition programme – Orient Connect – for retailers in few states, which will be expanded across the country in the next six months.

