

## Press Release

# Orient Electric launches Aerostorm fan, with Amazon

- Expands its range of Aero series premium fans with Aerostorm and plans to take its online market share in premium segment from 26% to 50% within next 6 months.
- Introduces path breaking aerofoil design and winglet technology in fans. Launches variants of underlight and 50% power saving BLDC fans.
- New campaign features MS Dhoni that draws attention to SILENCE & HIGHEST (300CMM) air delivery.

**TVC Link** - [https://youtu.be/r\\_SvsjQbNoU](https://youtu.be/r_SvsjQbNoU)

**New Delhi, January 16, 2018:** Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, today announced the national launch of its new Aerostorm premium ceiling fan with a tie-up with Amazon. Aerostorm promises highest air delivery of 300 CMM (cubic meters per minute) with minimum air vortex and sound. With this new launch, Orient Electric has set new industry standards in the fans segment by binding in art and technology to introduce a differentiated product range.

Commenting on the launch of the new range of fans, **Atul Jain, Sr. VP & Business Head, Fans, Orient Electric** said, "We introduced, first of our Aero series fan, Aeroquiet last year, which got tremendous appreciation and helped us create a new category of super-premium fans and also made us the leader in the segment by taking our share in this segment from 15% to over 30% within a year. Taking a step forward, we are proud to launch the Aerostorm fan which is inspired from aerofoil design of Aircraft wings and is reinforced with winglet technology which further helps in sound reduction and giving an astounding air delivery of 300 CMM. We have also launched new variants like the underlight fan, Aerolite and the 50% power saving and super silent fan, Aeroquiet BLDC.

Our share of business in premium fans has grown by 300% in last one year and the launch of new Aerostorm ceiling fan will further give it a fillip. We are already a leader in online space and with our association with Amazon today, we are confident that this will help us to achieve 50% market share in the online space in this year itself."

Orient Electric's long-standing brand ambassador MS Dhoni features in the new campaign which emphasizes on the need for silence in our lives yet with more air. The integrated brand campaign including television, radio, print and with special focus on social and digital, aims to take up Orient's share to make it a dominant leader in the segment.

Orient Aerostorm has a sweep of 1320 mm and has 100% rust-free blade made of high-grade glass filled compounded ABS which provides strength to the blades, thus making it bend-proof, rust-proof and easy to

clean. The advanced aerofoil blades coupled with winglet technology is powered by a 18-pole heavy motor enabling the fan to deliver an impressive 300 CMM of air. The winglet in blade design helps minimize the air vortex and sound. The seamless design, high gloss premium finish with PU paint and UV metalized deco ring adds to the premiumness of Orient Aerostorm fan.

Aerostorm is priced at an MRP of Rs. 5990/-. It has been launched on Amazon at an exclusive offer price of Rs.5399/- with an additional flat cash back of Rs. 500 for a limited period. It also comes with interest free EMI option for Amazon buyers.

### **About Orient Electric**

Orient Electric Limited is part of USD 1.6 billion diversified CK Birla Group. Orient Electric has been a household name in the Indian fan Industry for over 60 years. With its state-of-the-art manufacturing facilities in India and operations spanning over 35 countries, the brand has earned the trust of millions of customers worldwide by providing high-quality, innovative products. In the domestic market, it has penetration up to the small towns with a well-organised distribution network driven by over 3500 dealers, 1,00,000 retail outlets and a strong service network covering more than 300 cities. It offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit [www.orientelectric.com](http://www.orientelectric.com). Shop online at [www.orientelectricshop.com](http://www.orientelectricshop.com)

### **About CK Birla Group**

The CK Birla Group is a US\$1.6 billion diversified conglomerate that over the years has developed a strong footprint in manufacturing, engineering, technology, hospitals and education. With over 20,000 employees, 30 manufacturing facilities and a customer base that includes some of the world's best-known companies, CK Birla Group's businesses are present across five continents. For more information, visit us at [www.ckbirlagroup.com](http://www.ckbirlagroup.com)

### **Media Contacts:**

#### ***Orient Electric***

Anshuman Chakravarty, [anshuman.chakravarty@orientelectric.com](mailto:anshuman.chakravarty@orientelectric.com) / Naveen Kumar, [naveen.kumar2@orientelectric.com](mailto:naveen.kumar2@orientelectric.com)

#### ***Genesis Burson Marsteller***

Priya Soni 7042220292 [priya.soni@bm.com](mailto:priya.soni@bm.com) / Naveen Nair 8527519103 [naveen.nair@bm.com](mailto:naveen.nair@bm.com)

**Disclaimer:** This press release contains some statements on our business or financials which are forward looking. Our actual results may be materially different from these forward-looking statements.