

## Press Release

### **Orient Electric launches the “very silent, very powerful” Aeroquiet ceiling fan**

**Chennai, Oct. 17, 2016:** Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, today announced the launch of its new Aeroquiet ceiling fan which promises highest ever air flow with heavenly silence. First in the company’s Aero Series range of premium ceiling fans, Aeroquiet sets new standards in the segment with its one-of-a-kind design and exceptional performance. Designed to bring alive exclusivity, this fan packs a punch when it comes to specifications which include a very powerful motor for smooth operation and 3D aerodynamic design for maximum air delivery.

Commenting on the launch of the new ceiling fan, **Sameer Tandon, Sr. VP and Business Head, Fans, Orient Electric said**, “In the name of innovation, fans have seen some aesthetical augmentation over the years, but in principal they have remained the same. We are proud that for the first time we are introducing a breakthrough in fans clearly addressing an important, though latent need for silence. We are extremely excited to bring Aeroquiet ceiling fan to the market. This is the fan for the millennials and for the enlightened, empowered and demanding consumers of today who seek more depth and meaning with their purchases.

Aeroquiet is a perfect example of greatest achievement in terms of technology, creativity, craftsmanship and design. We will be soon announcing more variants in our Aero Series range of fans.

**Elaborating the concept, he further said**, “With Aeroquiet, we have focused on three defining aspects which include reduction of sound, increase in air delivery and aesthetics. This fan features advanced aerodynamic profiled blade design which ensures maximum air throw and has very silent operation. Aeroquiet gives an impressive air delivery of 240 CMM. It has a functional minimalist design which offers the flexibility to blend it in any possible setting, be it a drawing room, bedroom or an office.”



Orient Aeroquiet has a sweep of 1200mm and has 100% rust-free blade made of high-grade glass filled compounded ABS which provides strength to the blades. It comes with the sturdiest 18-pole heavy motor with double ball bearing for smooth and silent operation. When it comes to styling, this fan is a sheer winner with its curvaceous silhouette and high gloss premium PU finish. It has an integrated design of top and bottom canopy with spindle cover, and a stainless steel decorative rim on the top which adds to the premiumness.

#### **About Orient Electric**

Orient Electric 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. 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 us at [www.orientelectric.com](http://www.orientelectric.com). Shop online at [www.orientelectricsshop.com](http://www.orientelectricsshop.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)

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