

## Press Release

### **Orient Electric launches the 'very silent, very powerful' Aeroquiet ceiling fan in Nepal**

**Kathmandu, November 19, 2016:** Orient Electric, part of the diversified USD 1.6 billion CK Birla Group, today announced the launch of its new Aeroquiet ceiling fan in Nepal, 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 features a very powerful 18 pole motor for smooth operation and 3D aerodynamic design for maximum air delivery. The premium ceiling fan was unveiled during Electro-Tech 2016 at Bhrikuti Mandap Exhibition Hall, Kathmandu.

Commenting on the launch of the new ceiling fan, **Durgesh Buxy, Head - International Sales, Orient Electric said**, "We are extremely excited to bring Aeroquiet ceiling fan to the market. Being pioneers in the fans segment, we have introduced a technological marvel that is for the millennials. Aeroquiet caters to the evolving demands of the enlightened and empowered consumers of today who seek more depth and meaning with their purchases. We are proud that for the first time we are introducing a breakthrough in fans clearly addressing an important, though latent need for silence. 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."

**Anshuman Chakravarty, Head Brand & Corporate Communication, Orient Electric** said, "We hold more than 50% market share in Fans in Nepal and by far the largest brand in Nepal. We are today the largest manufacturer and exporter of fans in India with more than 60% share in exports and exporting in over 30 countries worldwide, and Nepal has always been an important market for us. We are proud to be a part of the Electro-Tech 2016 which is biggest electrical and electronic exhibition in Nepal. With the launch of Aeroquiet, we are expecting to gain a stronger foothold in the country. We are also introducing lighting products, home appliances and switchgears in the Nepalese market."



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.

All Orient products are being marketed in Nepal by Premier Overseas Pvt. Ltd. (POPL), Kathmandu.

#### **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).

### **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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