

Orient Electric expands Exhaust fans range with new models

March 01, 2022: Orient Electric Limited, part of the diversified USD 2.4 billion CK Birla Group, has expanded its Exhaust fans range with new models which have been designed with focus on four defining aspects of style, performance, efficiency, and durability. The new models come loaded with an array of user-centric features, including a powerful copper motor for durability and efficiency, high air suction capacity, aerodynamically designed blades for smooth operation, easy-to-clean surfaces, low power consumption, and high speed of up to 2500 RPM.

The launch is part of the company's plans to aggressively increase its market share in the Exhaust fans segment. Ideal for use in kitchens, bathrooms and other enclosed spaces, Orient exhaust fans effectively improve indoor air quality through ventilation and help remove the unwanted odours, moisture, smoke, and other harmful pollutants in the air, thus keeping your indoor spaces fresh and healthy.

Atul Jain, Executive Vice President, Orient Electric Ltd. said, *"The exhaust fans market in India is estimated to be around Rs. 700 crores and is growing at a good pace. One of the key factors driving this growth is the increasing consumer awareness regarding the importance of having good ventilation and fresh and clean indoor air against the backdrop of the pandemic. Health experts too are recommending people to stay in well-ventilated areas as good indoor air circulation can help reduce the concentration of airborne contaminants including viruses. With the launch of new models, we are now offering a complete range of exhaust fans to suit diverse usage environments and aesthetic preferences while also helping our consumers to keep their indoor living spaces fresh and healthy. We are hopeful that this launch will help us to gain a stronger foothold in the Exhaust fans segment."*

Orient's new exhaust fans are named Smart Air, Smart Air Neo, Venito Air, Axial Flow and Power Flow, and there are 8 new SKU's in total. Available in four distinct finishes including Wooden, Grey, Off-white and Silver, these exhaust fans are designed to complement any contemporary space. Other salient features of the new range include glass mounting capability, front auto-shut louvres, and bird protection guard. The new range comes with 2-year warranty and the pricing starts at Rs. 1450.

About Orient Electric Ltd.

Orient Electric Limited is part of USD 2.4 billion diversified CK Birla Group and a 'Fortune India 500' company with strong manufacturing capabilities and presence in over 40 countries. It is a trusted brand for consumer electrical products in India, offering a diverse portfolio of fans, lighting, home appliances and switchgears. In the domestic market, it has penetration up to the small towns with a well-organised distribution network reaching 1,25,000 retail outlets and a strong service network covering more than 450 cities. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit www.orientelectric.com.

About CK Birla Group

The CK Birla Group is a growing US \$2.4 billion conglomerate that has a history of enduring relationships with renowned global companies. With over 25,000 employees, 41 manufacturing facilities, 21 service delivery locations, numerous patents and awards and a customer base that includes some of the world's best-known companies, the Group's businesses are present across five continents. For more information, visit us at www.ckbirlagroup.com

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