

## Orient Electric bets big on BLDC fans, expands range

- *With its wide range of BEE 5-star rated BLDC fans, Orient Electric is encouraging consumers to opt for energy efficient fans to save energy, money, and the environment.*

**National, April 24, 2023:** Orient Electric Limited, part of the diversified USD 2.8 billion CK Birla Group, has introduced a complete range of BLDC fans in line with its commitment to bring in energy-efficient and cost-effective solutions for Indian consumers. In comparison to ordinary fans, Orient's 5-star rated BLDC fans consume up to 50% less energy thus providing significant savings on electricity bills for consumers without compromising on air delivery.

Interestingly, fans which are perceived as inherently economical to operate, account for almost 21% of household energy consumption on an average. Therefore, it is quite rational for consumers to opt for energy-efficient star rated fans and to that end, the highest rated fans are Brushless Direct Current (BLDC) fans which use permanent magnets for transferring electricity unlike conventional motors that use electromagnetic induction. This means negligible losses in the form of heat along with lesser wear and tear of motor parts, making BLDC fans super energy-efficient and durable.

**Rajan Gupta, Managing Director & CEO, Orient Electric Limited,** said, *"As a responsible brand, we are committed to the cause of energy efficiency and are working closely with institutions like BEE, EESL, etc. to bring in energy efficient and cost-effective solutions for Indian consumers. Also, India's energy and electricity demand continues to grow which underpins the importance of energy efficiency and conservation. Our wide range of BLDC fans is a step in the same direction, and we believe that the consumers will appreciate the value they will get out of these fans. A single BLDC fan can help consumers save approx. Rs.1600 annually on electricity bills. India is a huge market for fans, and one can imagine the amount of energy and cost savings BLDC fans can bring to the consumers and the country, along with a significant reduction in carbon footprint. As an industry, we should collectively work towards spurring the mass adoption of BLDC fans in the interest of the Indian consumer."*

The company is offering a huge variety of BLDC fans across price points in premium, decorative, and economy categories catering to every style, need, and budget. Some of the company's bestselling BLDC fans include IoT-enabled & voice-controlled i-Float and Aeroslim, Aeroquiet, and Ecotech Supreme, among others. Flaunting distinctive designs, Orient BLDC fans are long-lasting compared to induction motor fans on account of lesser wear and tear, provide superior air delivery, and operate silently and efficiently even at fluctuating voltages which is a common problem across India. Orient's BLDC range also includes regulator-based fans and fans with IR remote and RF remote. Some of the models in the range consume as less as 5-watts at the lowest speed.

The company has also launched a new TVC featuring brand ambassador MS Dhoni to showcase and promote its BLDC fans. The ad film's tagline "*Orient BLDC Ghoomega, Toh India Jhoomega,*" urges people in an upbeat and joyful way to switch to Orient BLDC fans to enjoy the associated benefits of energy savings, superior air delivery, convenience, and aesthetics.

### **About Orient Electric Ltd.**

*Orient Electric Limited is part of USD 2.8 billion diversified CK Birla Group, 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](http://www.orientelectric.com).*

### **About CK Birla Group**

*The CK Birla Group is a growing US \$2.8 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](http://www.ckbirlagroup.com).*

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