



AN AIRY AFFAIR

We live in some very interesting times where change is the only constant. Be it consumer behaviour or the marketplace, change is everywhere, and brands that embrace it and continue to innovate are the ones that stand the test of time.

Orient Electric's fans are a household name in the Indian fans industry, enjoying over six decades of rich history. Since its humble beginning in 1950s, Orient Electric (A C.K. Birla Group entity) has embraced new frontiers in technology, introduced many innovations and has given the fans industry some exceptional designs that remain germane today. It has always focused on innovating to deliver top-quality products in order to meet the evolving needs of Indian and international consumers. Today, it has 3500 dealers, more than 80,000 retailers and a pan India service network covering close to 150 towns. Orient Electric has also diversified its portfolio and has ventured into Lighting, Home Appliances and very recently into Switchgear. Orient Electric today is the largest manufacturer & exporter of fans in India with more than 60% share in exports and a presence in over 35 international markets.

India is a big tropical country experiencing high temperatures throughout the year, which has made fans a common household sighting and one of the largest selling consumer durables. The fans industry in India, estimated to be around 56 million fans today, has witnessed some great strides in the past and continues to reshape itself with time. Orient Electric is an industry leader in the segment and has become a name synonymous with quality, reliability and performance.

The passion for making efficient, elegant and durable fans remains the driving force to date at Orient Electric. During the course of its journey, it has pioneered several new manufacturing processes and technologies including the revolutionary Peak Speed Performance Output (PSPO). The brand campaign "Yeh PSPO Nahin Janta" from the early 90s is still fresh in many hearts and minds.

In 2015, the company changed its brand identity and positioning with an aim to position itself as a one-stop brand for electrical lifestyle solutions. As part of brand repositioning, the company also launched a new unified communications campaign 'Switch to smart' that connects effortlessly with new-age consumers.

In line with the evolving market trends and rising demand for energy efficient solutions, Orient Electric has recently launched ceiling fans with BLDC (Brush less direct current) motor which save more than 50% energy. Orient Electric leads the game on this front and aims to revitalize the fans market with BLDC technology. Orient carries the largest range of ceiling fans, wall fans, table fans, pedestal fans, exhaust fans and multi-utility fans.



Rakesh Khanna
CEO, Orient Electric

Orient Electric is not just a brand leader for fans but also a thought leader in the segment. We understand the pulse of modern consumers and believe that a fan is no more a commodity purchase but a lifestyle requirement. We have a complete range of fans, from basic to decorative to energy efficient, to address the diverse needs of customers.

Orient Electric has been lately listed as one of the top 15 most trusted Indian brands in the consumer durables category consecutively in 2014 and 2015. Orient Electric has also received the Superbrands status in 2015.