

Orient Electric launches India's Fastest ceiling fan 'Falcon 425' in Tamil Nadu

Chennai, August 02, 2021: Orient Electric Limited, part of the diversified USD 2.4 billion CK Birla Group, has announced the launch of Falcon 425, fastest* fan in the 1200 mm sweep size in the country with an astounding 425 RPM thus ensuring exceptional air delivery and air throw. This is, in addition to its high-speed model 'Orient Summer Breeze Pro' which comes with the strong 14 Pole motor in the category along with advanced PSPO technology. The company is launching Falcon 425 in the state of Tamil Nadu and will roll it out in other states soon.

Atul Jain, Executive Vice President, Orient Electric said, *"Tamil Nadu is a key focus market for Orient Electric, and we have been continuously looking at the latent needs of the customers in the region and attuning our products to address those needs. Most of the South India including Tamil Nadu experiences a hot and humid climate, therefore there is a huge demand for fans with high-thrust air delivery. We are excited to launch our Faster than High Speed fan, Falcon 425, first in Tamil Nadu. Falcon 425 along with our High-Speed fan 'Summer Breeze Pro' promise an impressive air delivery and air throw which will help the users stay comfortable and cool during the sweltering summer. We are expecting good response for our 'super speedu jodi' in the state against the backdrop of sweltering heat, pent-up demand, and continuance of work from home culture."*

Both the fans have a sweep of 1200 mm. Orient Falcon 425, featuring the highest RPM of 425 in the category, ensures highest air delivery and air throw. It comes with ribbed aluminium blades for higher durability and a sturdy motor for long life. Orient Summer Breeze Pro comes with the strong 14 pole motor in the category and delivers an impressive 235 CMM of air delivery. It comes with advanced PSPO technology and wider tip blades to ensure superior air throw.

Available in White, Matt Brown and Metallic Bronze Copper finishes to suit varied aesthetic preferences, Orient Falcon 425 fan carries an MRP of Rs 2655.

**Orient Falcon 425 is the fastest ceiling fan in the 1200 mm category having 425 RPM (Rotations per minute of the blades).*

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

Media Contacts:

Orient Electric

Anshuman Chakravarty, anshuman.chakravarty@orientelectric.com

Naveen Kumar, naveen.kumar2@orientelectric.com

Genesis Burson Marsteller

Shankhadipa Talukdar 9999956546 Shankhadipa.Talukdar@genesis-bcw.com

Barkha Phouhat 9899505048 Barkha.phouhat@genesis-bcw.com

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