

Orient Supercoolers promise up to 14-degree temperature drop

National, June 03, 2021: Orient Electric Limited, part of the diversified USD 2.4 billion CK Birla Group, has launched its new range of Supercoolers, a new range of metal-bodied air coolers made to withstand the toughest of weather conditions while providing an astounding 5000-7000 CMH of air delivery for superior cooling. These outdoor metal coolers promise up to 14-degree temperature drop, thanks to the unique AeroFan technology that provides high air thrust and 20% longer air throw, and the unique DenseNest technology that provides 25% extra cooling. Furthermore, these Super Coolers come with Triple Rust Proofing, a combination of GPSP sheet, rust proof paint and powder coating, which ensures enhanced durability and longevity.

Salil Kapoor, Business Head, Home Appliances, Orient Electric Limited said, *“We are excited to expand our air cooler range with the new, high-performance metal Supercoolers which take evaporative cooling to a whole new level, thanks to their unique AeroFan technology that ensures longest and strongest air throw and the DenseNest technology that provides 25% extra cooling. Besides being sturdy and weather-resistant, these coolers flaunt distinctive and stylish designs to suit varied aesthetic preferences. Promising up to 14-degrees drop in temperature, Orient Supercoolers offer a perfect solution to beat the sweltering Indian summer heat, and we are hopeful of a positive market response. We are the only brand in the country to have forayed into Metal coolers category which in general is dominated by the unorganised players. This development is an upshot of our continued focus on creating differentiators by bringing in innovative products, in a bid to challenge not just the organised players, but also the unorganised segment in the category.”*

He further said, *“Consumers today are cognizant of the importance of having fresh and clean indoor air and good ventilation in the current pandemic situation and are therefore preferring air coolers over other options as a healthier choice. With the soaring temperatures and continuance of work from home culture amid Covid-19, we expect a good demand for our entire range of air coolers.”*

The models launched under the new Orient Supercoolers range include ‘Toofan Hi-Speed’, ‘Toofan Slim’ and ‘Thunder’ in capacities ranging from 70-litres to 105-litres. As the name suggests, Orient Toofan and Orient Thunder Supercoolers provide powerful air throw and high air delivery which makes them suitable for cooling large spaces. Orient ‘Toofan’ range comes equipped with high speed exhaust fans to cover large areas up to 700 sq. ft. Advanced water distribution system, Autofill function for easy filling of water, motorised vertical louvres to ensure four-way air flow, Lock-Matic technology that makes water tank 100% leak proof, improved grill design with oval cut outs for better air flow, and inverter compatibility to run even when there is no direct supply of electricity, are its other distinctive features.

The company is offering 12-months warranty on the new Supercoolers range along with home service pan India.

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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