

Orient Electric launches Finstar range of portable fans

April 05, 2022: Orient Electric Limited, part of the diversified USD 2.4 billion CK Birla Group, has announced the launch of its new Finstar range of table, wall and stand fans which offer the perfect combination of style, performance, and affordability. The launch is part of company's plans to consolidate its portfolio and strengthen its presence in South India.

Atul Jain, Executive Vice President, Orient Electric Ltd. said, "Most of the South India experiences a hot and humid climate and therefore there is a huge demand for portable fans with high-thrust air flow. We are continuously introducing new products with superior value proposition to address the needs of the customers in the region. Our new Finstar portable fans come with stylish looks and are equipped with a strong motor that accounts for durability and superior air delivery. With the launch of this range, we are now offering the widest range of table, wall and stand fans in the region catering to every space, need and budget. We are hopeful that this range expansion will help us to increase our market share in this segment in South India."

With a sweep of 400 mm, Orient Finstar fans give an impressive air delivery of 85 CMM. Other salient features include a strong motor with thermal overload protection, enhanced protection against corrosion with powder coated guard and ring, 90-degree oscillation with up & down tilt mechanism, and 3-speed piano switch control. Orient Finstar stand fan comes with telescopic arrangement for height adjustment. These fans are available in three elegant finishes including Red, White, and Blue to complement any contemporary space.

Other than the new Finstar range of portable fans, Orient Electric has recently also expanded its Exhaust fans and Decorative fans range with new models thus offering consumers a wide selection to choose from across categories.

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

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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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