

# Coimbatore's Superfan Q Fan awarded 'Appliance of the year' by Bureau of Energy Efficiency

SimpliCity News Team

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Coimbatore: Superfan's Super Q ceiling fan is selected as the winner of 'Appliance of the year' in the ceiling fan category by Bureau of Energy Efficiency for the 30th National Energy Conservation Awards (2020) for their exceptional achievement.

This award was presented to commend exemplary efforts on energy conservation in India. This validates the continuous efforts of Superfan to raise the industry standard in terms of energy efficiency and its promotion.

Superfan is one of the business verticals of Versa Drives Private Limited, Coimbatore, India. It is considered as one of the premier motor control developers and manufacturers in the country with expertise on customized solutions for OEMs across various applications.

In 2012, Superfan disrupted the dormant Indian ceiling fan industry with their super energy efficient ceiling fans. These fans utilized their patented Brush-Less Direct Current (BLDC) motor design to consume less than half the electricity compared to regular fans and deliver the same air flow.

Superfan had earlier won the India Innovation Initiative (i3) award in 2013 and continued to be recognized nationally and globally over the next few years. These super energy efficient fans are now popularly known in the market as BLDC fans.

Apart from creating an innovative product, Superfan played a role in improving a stricter government efficiency regulation for ceiling fans and showing the popular brands that these fans are accepted in the Indian market.







Now in 2021, Superfan has raised the industry standard once more, by focusing their innovative approach on the fan blades to eliminate its shortcomings.

Typical aluminum ceiling fan blades produce a non-uniform airflow. This unsteady flow requires the motor to rotate the blades faster to produce airflow that offers desired comfort.

The faster rotation results in unhealthy high-speed air, noise, and inefficiency. Long exposure to these high-speed fans have been known to cause health discomforts like nasal dryness, muscle stiffness.

Super Q series utilizes their innovative Q-flow technology in the shape of its aluminum blades, which delivers uniform laminar airflow along the length of the blades. The increased laminar flow produces voluminous airflow at lower speed (RPM). This type of operation significantly makes the fan quieter and produces healthy airflow eliminating health discomforts.

The combination of Q-flow technology blades with Superfan's BLDC motor has resulted in a 48inch (1200mm) fan that produces 260 CMM at 35 W, which is 20% more airflow than any other known 5 star rated fans.

Superfan is considered as a technology leader in the fan industry through their continuous innovation in the space. They are already working on their next development, which according to them would aid India in resolving the growing space cooling problem due to climate change.





**NATIONAL ENERGY CONSERVATION AWARD – 2020**

Sr. No	SECTOR/ CATEGORY	SUB-SECTOR	SUB-DIVISION	FIRST PRIZE	SECOND PRIZE	CERTIFICATE OF MERIT
						Electrical Department DRM Office North Eastern Railways Lucknow (Uttar Pradesh)
		<b>CORPORATE OFFICES</b>		UN House, Dwarka, New Delhi	Candor Gurgaon One Realty Projects Pvt Ltd, Gurgaon (Haryana)	Allianz Technology SE along with Allianz Services Pvt Ltd, Trivandrum (Kerala) WNS Global Services (P) Ltd., Weikfield IT- CITI INFOPARK, Pune (Maharashtra)

S. No	Category	Sector	Most Energy Efficient Appliance of the Year	Manufacturing Unit Address
1	<b>APPLIANCE OF THE YEAR</b>	AC – Fixed Speed	Voltas (Model No. 4011315)	Voltas Limited, Udham Singh Nagar (Uttarakhand)
2		AC – Variable Speed	Voltas (Model No. 4502530)	Voltas Limited, Udham Singh Nagar (Uttarakhand)
3		Storage Type Water Heaters	Ariston (RACOLD ESWH-25V)	Ariston Thermo India Private Limited, Pune (Maharashtra)
4		LED Bulb	Signify Innovations (9290011984)	Signify Innovations India Limited, Gurugram (Haryana)
5		Pumps	CRI (CRI4R-5/07)	C.R.I. Pumps Private Limited, Coimbatore (Tamil Nadu)
6		Ceiling Fans	Versa Drives (Super Q)	Versa Drives Private Limited, Coimbatore (Tamil Nadu)