



Orient Fans is not just a brand leader but also a thought leader in the Indian fan industry. Many of the innovations that are now taken for granted came from the research of Orient's laboratories and from its urge to bring top-quality products to Indian consumers. Today, 3500 dealers across India and more than 80,000 retailers stock and sell its brand. But even more impressive than this, is the fact that Orient accounts for over 50% of India's export of fans and a presence in more than 35 international markets.

### Market

As climatic conditions change and even hill stations perched on mountain tops experience the effects of global warming, the last places in India where one could do without a fan in summer have disappeared. With this the complete capture of the country by fan manufacturers has been accomplished. On the heels of the capitulation,



a massive market has emerged. Coupled with millions of new homes, office complexes and factories springing up, it is easy to see why several brands – both in the organised and unorganised sectors – compete for the buyer's rupee.

A brand that has won glory for the fan industry and introduced a number of innovations is Orient. Sitting on top of the market, Orient epitomises high quality, consumer trust, top-class performance, uncompromising reliability and an energy not seen before in this industry.

Today, Orient Electric, the company manufacturing Orient Fans is a one-stop shop for lifestyle home solutions. It has 25 depots across India and a strong and well-organised distribution network driven by over 3500 dealers and more than 80,000 retailers. Orient Electric contributes more than half of India's fan exports in the organised sector. As an undisputed leader in the subcontinent, Orient Electric is present in more than 35 countries in North and South America, Africa, the Middle East, the Gulf nations and South and South East Asia.

### Achievements

Orient Electric has been a household name in the Indian fan industry for over six decades. In

the early years, India was a small disorganised market with fans a near-urban phenomenon. As markets grew and penetration increased, a degree of cohesiveness was introduced. This led to regulations and accountability. The Fan Manufacturers Association of India and the Engineering Export Promotion Council were formed and began feting star performers.

Orient was one of the early awardees and has consistently won accolades for outstanding performance. Its factories are a beehive of activity, innovating industry standards and introducing technologies from a laboratory equipped with top-end facilities.

In 1965, Orient Fans became the first company in India to introduce die-casting of the rotor and fan body cover in ceiling fans resulting in better

accuracy of machined covers and better efficiency. In the same year, the company introduced a semi-automatic coil-winding process improving the overall efficiency of fans.

Several other firsts include a dual assembly line system in fan manufacturing which helped cut down the fan assembly time; the introduction of a sturdy, light-weight alloy in place of heavy cast iron earlier used in fabricating the body; the introduction of electrostatic painting to ensure a more durable and lustrous smooth paint finish; the introduction of automatic coil winding which not only boosted productivity but also enhanced the life of each fan and the introduction of automatic layering stator winding machines which boosted the efficiency of the motor even as they enhanced productivity.

In the 1990s with several me-too products available in the market, Orient Fans broke free by pioneering the revolutionary concept of Peak Speed Performance Output (PSPO). This patented, path-breaking PSPO

technology developed for fans raised the bar and continues to be a milestone in the industry even today.

Another milestone for Orient Fans has been its successful transformation in services. Through a pan-India roll out of a toll-free number in 2012, the launch of customer-complaint management through CRM software was accomplished. The special focus has been on streamlining and strengthening the back-end infrastructure of the company and its trade partners so they can meet increasing customer expectations.

In 2014, Orient Electric was rated as one of the fifteen most promising consumer brands in a survey conducted by The Economic Times-Brand Equity; it also won the Brand Revitalisation Award in 2014 at the World Brand Congress held in Singapore.

### History

In the early 1950s, India was still a dusty country trying to find its feet. It had few factories; infrastructure was inadequate and raw material not always readily available. The need of the hour was to develop industry and manufacture products that were value-for-money. It was this thought that led to the doors of the erstwhile Calcutta Electrical Manufacturing Company which became part of the C K Birla Group in 1954. The elation of contributing to India's economic growth by manufacturing quality electric fans took



root. This was the simple genesis – and philosophy – of Orient Fans. It is a philosophy that has made Orient one of the country's most trusted brands.

Its state-of-the-art, well-equipped manufacturing facilities are located in Kolkata and Faridabad. Both are equipped with cutting-edge technology and machinery to offer innovative and quality products. Every year the company invests large sums of money in upgrading its manufacturing facility to stay ahead of the pack and deliver outstanding products. Both the plants are certified to the standards of ISO 9001:14001.

**Product**

Orient Electric pioneered technologies in air circulation which set new levels of quality for the industry. The company has also successfully entered into illumination and the home appliances



sync with market needs. The company, for instance, introduced LED light ceiling fans for the first time in the Indian market. Named Orient Spectra, this fan is available in electroplated finishes – brushed copper and pewter with multi-colour LED light displays in red, blue, green, yellow and candle light. Exciting features such as LED light intensity adjustment, colour-changing mechanisms and

timer control make this fan stand out from regular under-light ceiling fans. This fan is also provided with remote access for easy control of functions. The Spectra wholly complements the tastes of today's upwardly mobile audience.

With the objective of reducing energy bills, Orient Fans recently introduced another smart addition called the Orient Ecotech. This fan comes with a brushless direct current motor, reduces power consumption by as much as 50%, offers enhanced life and negligible temperature rise. Remarkably, it doesn't drop RPM even when voltages drop to 140 volts. The fan is armed with a remote control, a timer and an in-built speed regulator.

Another notable introduction is the unique two-blade fan called the Couplet. Smartly engineered, this unique and sophisticated fan has extra wide blades which ensure high air delivery. The Snowfall and Salon range of fans have also carved a niche in their segments. Combining speed and aesthetics, they are extremely popular in



segment. With the recent launch of switchgears, the company has taken another step to establish itself as a one-stop shop for all lifestyle home solutions.

Its range of fans are amongst the most comprehensive and include ceiling fans, wall fans, table fans, pedestal fans, exhaust fans and multi-utility fans. Its range of ceiling fans covers the entire gamut: from very basic fans to designer fans; from BEE 5-star rating energy saving fans to high-speed fans and from kids' fans to high-end decorative and under-light fans. Portable fans comprise basic fans to high-speed fans in table, wall and stand fans. The company also offers a range of colours from the basic to metallic and high-end plated finishes. Its range in exhaust fans, multi-utility and semi-industrial fans is second to none.

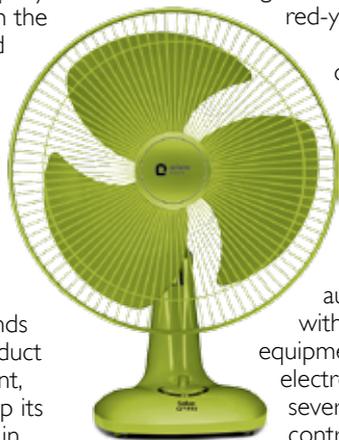
**Recent Developments**

Modern India is a rapidly evolving country. Its people – now widely travelled and exposed to international brands – demand a high level of product excellence. In this environment, Orient Electric has stepped up its own development keeping it in

the international markets.

To allow children to express themselves, Orient has designed a special ceiling fan called Fantoosh. This colourful and vibrant fan with a dancing down rod has been conceptualised on a theme of flowers. The aerodynamic blades designed like flower petals deliver more air with a high air thrust. These fans come in dark-light blue; pink-purple and red-yellow combinations.

Keeping this entire operation going are production facilities that are top-of-the-line. Orient Electric has upgraded its back-end entirely. Both its factories have an automatic stator winding plant, an automatic liquid plant shop with imported spray painting equipment such as aero bells and electrostatic guns and several other quality control processes.



This stack of high-end controls includes on-line computerised motor testing and on-line testing for excess noise.

**Promotion**

Orient's campaign of the 1990s, *Yeh PSPO Nahin Jaanta*, is a campaign that even stalwarts of the advertising industry acknowledge for its top-of-mind recall and the new benchmark that it created for the industry.

Orient realises that with so many innovations it has a great story to tell and who better to endorse these than the charismatic captain of the Indian cricket team – M S Dhoni.

Over the years, the company has developed television commercials with storylines conceptualised on its features, benefits, variety, technology – all told with emotion and humour.

In April 2014 the company renamed itself Orient Electric from Orient Electricals. The new brand *avatar* connects with the emerging generation with its positioning statement – Switch to Smart – and aims to be a one-stop solution provider for all in-home lifestyle products in the electrical space. The new, enhanced positioning captures the legacy of Orient's performance even as it envelops the brand in a modern, smart feel that represents vibrancy, youthfulness and creativity.



**Brand Values**

In Orient's own parlance, creativity is the pursuit of fresh ideas and new ways of doing things. Performance is the development of products and solutions that simplify operations and demonstrate the highest standards of efficiency. And dynamism is the achievement of efficient responses to changing modern needs.

Between them, Orient has flourished for six decades – and expects to continue to do so far into the future.

**Things you didn't know about ORIENT FANS**

- ▶ The light-weight alloy fan is an Orient introduction
- ▶ Orient accounts for over 50% of India's export of fans
- ▶ An Economic Times-Brand Equity survey in 2014 rated Orient Fans amongst the top fifteen most promising consumer durable brands in India
- ▶ The Orient Fans distribution network comprises 3500 dealers and 80,000 retailers across the country