

CK BIRLA GROUP



Fans



Appliances



Lighting



Switchgear

CK BIRLA GROUP



Fans | Home Appliances | Lighting | Switchgear

Orient Electric Limited (A CK Birla Group Company)

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Email: customer.connect@orientelectric.com, Website: www.orientelectric.com

THE FUTURE
OF FANS IS HERE
BLDC CATALOGUE 2024

THE ERA OF ENERGY-SAVING FANS IS HERE



Did you know that in countries like India, where tropical climates prevail, ceiling fans are crucial for keeping homes cool?

However, their widespread use also comes with a significant energy consumption cost, accounting for approximately 20% of a household's total electricity usage. Recognizing the need for energy conservation, we have introduced our new range of Star - Rated ceiling fans, certified by the Bureau of Energy Efficiency (BEE). These fans are not just about staying cool - they're about staying cool with cool savings.

Our BEE-compliant fans are designed to save you money. With superior energy efficiency, they ensure your comfort without causing the worry of high electricity bills.

SAVINGS ARE IN THE AIR WITH ORIENT STAR-RATED FANS

HOW TO CALCULATE STAR-RATING IN FANS?

$$\text{Air Delivery/Watt} = \text{Service Value}$$

Slabs (Service Value)	Star Rating	Annual Savings (INR)*
≥4.0 < 4.5	1 Star	861
≥4.5 < 5.0	2 Star	1096
≥5.0 < 5.5	3 Star	1291
≥5.5 < 6.0	4 Star	1448
≥6.0	5 Star	1761



Redesigned motor for less power consumption



BEE Certification from NABL Approved Labs



Added safety wire

*Orient fans compared to non star induction motor fans. Calculated basis electricity rates @₹6.7/unit



ORIENT ELECTRIC

A BRAND THAT STRIVES TO BRING THE BEST OF INNOVATION FOR YOU

We are always in-sync with the changing demands of the modern world and constantly explore new avenues to make life simpler, better, and future-ready. We are already India's favorite one-stop-shop for fans, lighting, home appliances, switchgears, and other electrical solutions, And yet, we're always excited for more - more innovations, more comfort, more elegance. **We call it, the Orient way.**

The pioneers of change. The market leaders. The Superbrand. We are known by a lot of names but at our core, we are a brand with a singular goal in mind - delighting our consumers with the finest there is to offer! And we've been doing it for 70 years. Our customer-first ideology empowers us to break new barriers in our pursuit of offering better, more innovative solutions. We strive every day to get the right proportions of aesthetics, technology, and performance at your doorstep. At Orient, your comfort and convenience take the front seat, with affordability and functional utility following suit, which is one of the reasons why we're the front-runners in the energy-efficient fans segment.



70 YEARS OF TRUST



STATE-OF-THE-ART FAN MANUFACTURING FACILITIES

With exclusive manufacturing facilities in Faridabad, Noida, and Kolkata, we take the lead in introducing pioneering products to the market and establishing new standards of excellence. As we prepare to inaugurate our cutting-edge fan production facility in Hyderabad, we remain eager to redefine industry benchmarks once again.

We draw a sizable advantage from our state-of-the-art proprietary manufacturing facilities for fans at Faridabad and Kolkata, which enables us to manufacture first-to-market products with best-in-class quality and performance. Quality being the key driving force behind everything we do at Orient Electric, we conscientiously follow the Six Sigma processes to manufacture zero-defect products.

Our sustained investments in building up competence and innovation centers have helped not only to bring differentiation but also bring down costs. We have a huge acceptability of our products in the international markets. Today, we are one of the largest exporter of fans from India with a strong marketing presence in over 35 international markets.



Orient Electric Milestones

<p>1939 The journey begins. Factory established in Kolkata</p>	<p>1965 Became the first Indian company to introduce die-casting of the rotor and fan body cover in ceiling fans</p>	<p>1990 Developed and patented the revolutionary PSPO technology for fans</p>	<p>2014 Unveiled energy-efficient BLDC fans</p>	<p>2016 Unveiled the 'Very Silent Very Powerful' Aeroquiet premium ceiling fan</p>	<p>2018 Got listed on the stock exchanges</p>	<p>2020 Entered the Fortune India 500 list</p>
<p>1954 Inducted into the CK Birla Group. Renamed as Orient Fans</p>	<p>1969 Established a factory in Faridabad</p>	<p>2014 Unveiled new brand identity. Rebranded as Orient Electric with the positioning statement of 'Switch to Smart'</p>	<p>2017 Demerged and got listed as a separate entity</p>	<p>2019 Unveiled India's first IoT enabled fan - Aeroslim</p>	<p>2023 Launched first-of-its-kind Cloud 3 fan with Cloudhill technology</p>	

Accolades as glorious as our range

At Orient Electric, we have a great story to tell. As an enduring enterprise, we have been creating value consistently for more than six decades. And we are honoured to have been recognized time and again for our accomplishments as a consumer electricals major, a great employer, and a responsible corporate entity. We continue to be a consumer-validated 'Superbrand' for Fans, Air Coolers, and Lighting. In recent times, we have been conferred with many other illustrious awards and recognitions including, Most Trusted Brands of India 2023.

We have been accorded the Prestigious Brands of Asia 2021-22, The Economic Times Iconic Brands of India 2023, and the National Energy & Conservation Award 2021, just to name a few. We have also been consistently granted 'Star Performer' by the Engineering Export Promotion Council (EEPC) and rated as a 'Star Export House' by the Ministry of Commerce and Industry, Government of India. Additionally, we continue to retain our 'Great Place to Work' certification since 2020 which endorses our commitment to sustaining a high-performance and people-centric culture.



ENERGY SAVING SERIES

Step into the future of fan technology with Orient's Energy Saving Series, which features cutting-edge Brushless Direct Current (BLDC) motors. Unlike conventional models, BLDC motors use permanent magnets for electricity transfer, ensuring minimal heat loss and reduced wear on components. Offering a paradigm shift in efficiency, durability, and sustainability, BLDC is poised to revolutionize the way we perceive and utilize fans, ushering in a new era of comfort and conservation. So upgrade to the technology that's here to stay and experience the difference firsthand.

orient
BLDC FANS

EXPERIENCE THE FUTURE OF COMFORT

Our fans are a unique combination of futuristic features, revolutionary BLDC technology and exquisite craftsmanship. Experience whisper-quiet functioning, voice-control compatibility and effortless remote-controlled operation. With enhanced motor durability, reduced noise levels and double the efficiency, Orient BLDC fans not only redefine comfort but also lead to substantial savings on your electricity bills.



Up to 50%
Energy Saving



Low Noise
Operation



Powerful
Air Delivery



Works on
Low Voltage



AERONSENSE BLDC

Aerosense is the latest entrant in our Aero Series- Orient Electric's flagship series of premium ceiling fans, characterized by aerodynamic blades that draw inspiration from the iconic aerofoil shaped wings of airplanes.

Aerosense is the 'Future of Fans' that redefines the very concept of comfort and convenience through its futuristic features. It is IoT enabled to give you an effortless control from anywhere across your living space via voice commands or a simple tap on your smartphone. The seamlessly integrated, fluidic blade design and a premium PU finish not only make for easy maintenance but also enhance the aesthetic appeal of your modern interiors. This all-season fan comes with a two-way rotation to circulate cool air during summers and hot air during winters, offering you year-round comfort.



save upto
₹7000
annually*

orient
BLDC FANS

COMES IN TWO VARIANTS
WITH AND WITHOUT UNDERLIGHT

*On using four fans for 16 hours daily throughout one year.



2 way rotation for
summer and winter



Easy to clean
PU finish



Aerodynamic
slim design



IoT-enabled fan supports
both Google Assistant and
Amazon Alexa




Google Home alexa Smart App

Sweep (mm)	Air Delivery (CMM)	RPM	Power (w)
1200	245	280	40

AEON BLDC

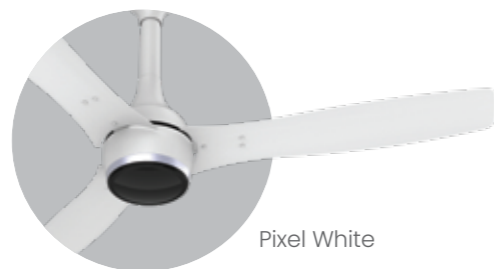
 High air delivery of 225 CMM

 Modern blade design with premium metallic finishes

 Dual toned bottom with chrome ring finish

 Anti-dust

 5 Years warranty



Pixel White



Cloud Grey



Platinum Silver



Magma Grey



Knight Blue

*On using four fans for 16 hours daily throughout one year.

Sweep (mm)	Air Delivery (CMM)	RPM	Power (w)
1200	225	350	32

 save upto **₹7000** annually*

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BLDC FANS



Tangerine Brown

AEROSLIM BLDC

 Ceiling adjustable telescopic mounting

 2 way rotation for summer & winter

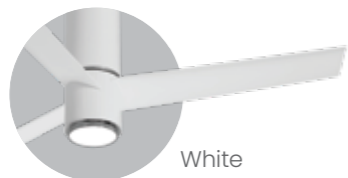
 Easy to clean PU finish

 Rust proof and bend proof ABS blades

 Aerodynamic & slim design

 3 Years warranty

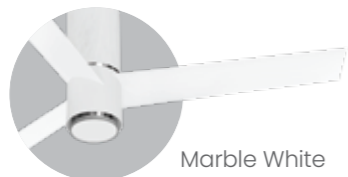
 **IOT** ENABLED
India's first IoT-enabled fan supports both Google Assistant and Amazon Alexa



White



Champagne Brown



Marble White



Flame Gold

AEROSTORM BLDC

 Advance wingleet technology

 High air delivery of 245 CMM

 Whisper quiet fan

 Bend proof high grade ABS blades

 Easy to clean PU finish

 5 Years warranty



Caramel Brown



Charcoal Grey



Mystic Gold



White

*On using four fans for 16 hours daily throughout one year.

Sweep (mm)	Air Delivery (CMM)	RPM	Power (w)
1200	260	310	40



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BLDC FANS

*On using four fans for 16 hours daily throughout one year.

Sweep (mm)	Air Delivery (CMM)	RPM	Power (w)
1200	245	290	40



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BLDC FANS

AEROQUIET BLDC

 High air delivery

 Aerodynamic & slim design

 Whisper quiet fan

 Easy to clean PU finish

 Rust proof and bend proof ABS blades

 5 Years warranty

 save upto **₹7000** annually* **orient** BLDC FANS

*On using four fans for 16 hours daily throughout one year.

Sweep (mm)	Air Delivery (CMM)	RPM	Power (w)
1200	225	310	35



Roasted Coffee



Mystic Gold



Caramel Brown



Matt Black



Daytone Grey



Wooden Finish




White

i FLOAT BLDC IoT

 Unique floating blade design to suit modern interiors

 2 way rotation for summer & winter

 Aerodynamic blade designed to lower air-cutting noise

 Consistent performance even with fluctuating voltages (120V – 280V)

 3 Years warranty

 **IOT** Enabled
India's first IoT-enabled fan supports both Google Assistant and Amazon Alexa



White



Lakeside Brown



Space Grey

*On using four fans for 16 hours daily throughout one year.

Sweep (mm)	Air Delivery (CMM)	RPM	Power (w)
1200	215	330	32



save upto **₹7000** annually*

orient
BLDC FANS




Cosmos Black

i FLOAT BLDC

 Compatible with regulator

 Unique floating blade design to suit modern interiors

 Aerodynamic blade designed to lower air-cutting noise

 Consistent performance even with fluctuating voltages (140V – 270V)

 2X runtime on inverter**

 3 Years warranty



Cosmos Black



Lakeside Brown



White

*On using four fans for 16 hours daily throughout one year.
**As compared to an induction fan.

Sweep (mm)	Air Delivery (CMM)	RPM	Power (w)
1200	215	330	32



save upto **₹7000** annually*

orient
BLDC FANS




Space Grey

ECOTECH SUPREME REMOTE

 High speed BLDC fan with 370 RPM

 Rust proof aluminium blades

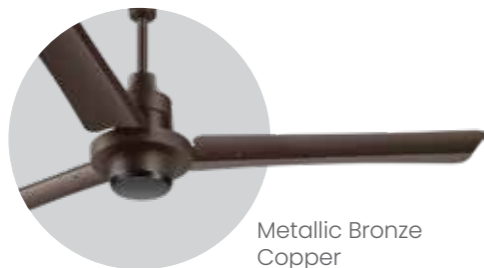
 Consistent performance even with fluctuating voltages (120V – 280V)

 2X runtime on inverter**

 3 Years warranty

*On using four fans for 16 hours daily throughout one year.
**As compared to an induction fan.

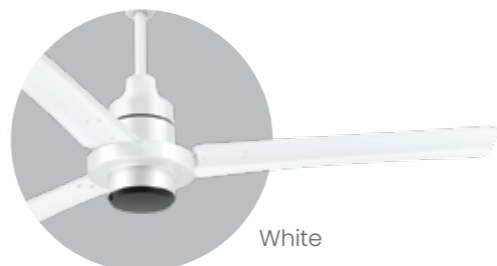
Sweep (mm)	Air Delivery (CMM)	RPM	Power (w)
1200	220	370	28



Metallic Bronze Copper



Brown



White



Wooden Finish



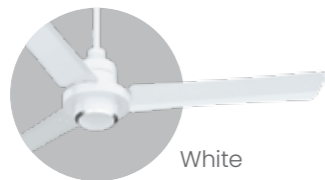
orient
BLDC FANS



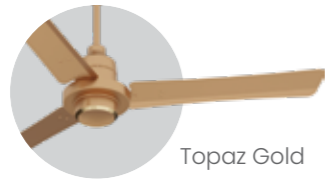
Topaz Gold

ECOTECH SUPREME

- Compatible with regulator
- High-speed BLDC fan with 370 RPM
- Rust proof aluminium blades
- Consistent performance even with fluctuating voltages (140V - 270V)
- 2X runtime on inverter**
- 3 Years warranty



White



Topaz Gold



Metallic Bronze Copper



Brown

*On using four fans for 16 hours daily throughout one year. consumption. **As compared to an induction fan.

Sweep (mm)	Air Delivery (CMM)	RPM	Power (w)
1200	220	370	30



save upto ₹7000 annually*

orient BLDC FANS



Wooden Finish

ECOTECH PRIME BLDC

- Dual-tone textured bottom with ring for contemporary interiors
- Rust proof aluminium blades
- Consistent performance even with fluctuating voltages (120V - 280V)
- 2X runtime on inverter**
- 3 Years warranty



Oakwood



Brown



Metallic Bronze Copper

*On using four fans for 16 hours daily throughout one year. **As compared to an induction fan.

Sweep (mm)	Air Delivery (CMM)	RPM	Power (w)
1200	220	350	32









save upto ₹7000 annually*

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White

i FALCON BLDC

-  Wide tipped blades for high air delivery (225 CMM)
-  Compatible with regulator
-  Rust proof aluminium blades
-  Consistent performance even with fluctuating voltages (140V - 270V)
-  2X runtime on inverter**
-  3 Years warranty



Brown



Metallic Bronze Copper



White







*On using four fans for 16 hours daily throughout one year.
**As compared to an induction fan.

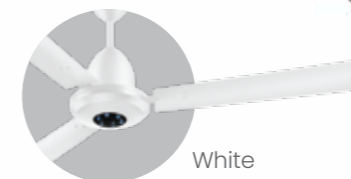
Sweep (mm)	Air Delivery (CMM)	RPM	Power (w)
1200	225	350	32



orient
BLDC FANS

i FALCON REMOTE BLDC

-  Comes with speed indicator LED lights
-  Wide tipped blades for high air delivery (225 CMM)
-  Rust proof aluminium blades
-  Consistent performance even with fluctuating voltages (120V - 280V)
-  2X runtime on inverter**
-  3 Years warranty



White



Brown



Metallic Bronze Copper


*On using four fans for 16 hours daily throughout one year.
**As compared to an induction fan.


Sweep (mm)	Air Delivery (CMM)	RPM	Power (w)
1200	225	350	32




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BLDC FANS

i FALCON DECO BLDC

 Decorative trims to suit contemporary décor

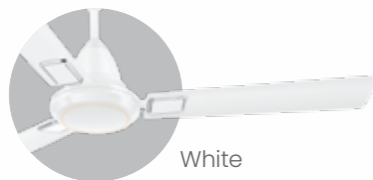
 Wide tipped blades for high air delivery (225 CMM)

 Rust proof aluminium blades

 Consistent performance even with fluctuating voltages (120V – 280V)

 2X runtime on inverter**

 3 Years warranty



White



Metallic Bronze Copper



Brown

*On using four fans for 16 hours daily throughout one year.
**As compared to an induction fan.


Sweep (mm)	Air Delivery (CMM)	RPM	Power (w)
1200	225	350	30



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BLDC FANS


HECTOR 500

 Wide tipped blades for high air delivery (230 CMM)

 Compatible with regulator

 Rust proof aluminium blades

 Consistent performance even with fluctuating voltages (140V – 270V)

 2X runtime on inverter**

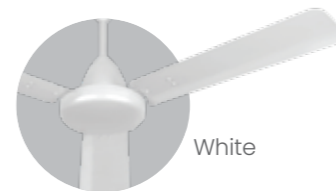
 3 Years warranty

*On using four fans for 16 hours daily throughout one year.
**As compared to an induction fan.

Sweep (mm)	Air Delivery (CMM)	RPM	Power (w)
900mm	140	450	25
1200mm	230	350	32
1400mm	260	300	35



Pearl White



White



Topaz Gold




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BLDC FANS




Brown

HECTOR 500 REMOTE

 Wide tipped blades for high air delivery (230 CMM)

 Rust proof aluminium blades

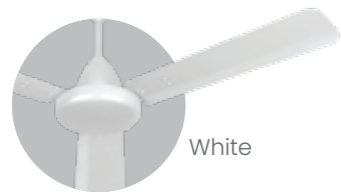
 Consistent performance even with fluctuating voltages (120V – 280V)

 2X runtime on inverter**

 5 Years warranty



Pearl White



White



Brown

*On using four fans for 16 hours daily throughout one year.
**As compared to an induction fan.

Sweep (mm)	Air Delivery (CMM)	RPM	Power (w)
1200	230	350	28




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₹7000
annually*


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BLDC FANS




Topaz Gold


HECTOR DECO

 Decorative ring and trims to suit contemporary décor

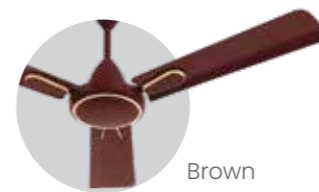
 Wide tipped blades for high air delivery (230 CMM)

 Rust proof aluminium blades

 Consistent performance even with fluctuating voltages (120V – 280V)

 2X runtime on inverter**

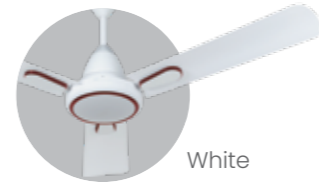
 5 Years warranty



Brown



Metallic Bronze
Copper



White

*On using four fans for 16 hours daily throughout one year.
**As compared to an induction fan.

Sweep (mm)	Air Delivery (CMM)	RPM	Power (w)
1200	230	350	30



save upto
₹7000
annually*

orient
BLDC FANS





Royal Manioca

JAZZ BLDC

 Fluidic trim design

 Rust proof aluminium blades

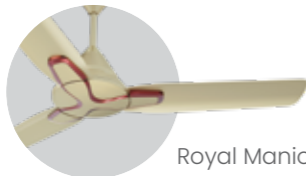
 Consistent performance even with fluctuating voltages (120V – 280V)

 2X runtime on inverter**

 3 Years warranty



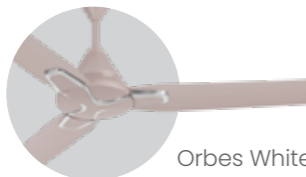
Ash Rose



Royal Manioca



Daytone Grey



Orbes White

*On using four fans for 16 hours daily throughout one year.
**As compared to an induction fan.

Sweep (mm)	Air Delivery (CMM)	RPM	Power (W)
1200	215	350	33




orient
BLDC FANS




Metallic Bronze
Copper





WENDY BLDC

 Unique trim design for elegant home décor

 Wide tipped blades for high air delivery (230 CMM)

 Rust proof aluminium blades

 Consistent performance even with fluctuating voltages (120V – 280V)

 2X runtime on inverter**

 3 Years warranty

*On using four fans for 16 hours daily throughout one year.
**As compared to an induction fan.

Sweep (mm)	Air Delivery (CMM)	RPM	Power (W)
1200	230	350	35



Azure
Blue Silver



Pearl
White Walnut



orient
BLDC FANS



Topaz Gold Brown



BLDC						
Model	Sweep (in mm)	Power consumption (in W)	Speed (in RPM)	AD (in CMM)	Warranty (in years)	Star
Aerosense	1200	40	280	245	5	5
Aeon BLDC	1200	32	350	225	5	5
Aeroslim	1200	40 (+8 for LED)	310	260	3	5
Aerostorm BLDC	1200	40	290	245	5	5
Aeroquiet BLDC	1200	35	310	225	5	5
I Float BLDC IoT	1200	32	330	215	3	5
I Float BLDC	1200	32	330	215	3	5
Ecotech Supreme Remote	1200	28	370	220	3	5
Ecotech Supreme BLDC	1200	30	370	220	3	5
Ecotech Prime BLDC	1200	32	350	220	3	5
I Falcon BLDC	1200	32	350	225	3	5
I Falcon Remote	1200	32	350	225	3	5
I Falcon Deco	1200	30	350	225	3	5
Hector 500 Regulator	900, 1200, 1400	25, 32, 35	450, 350, 300	140, 230, 260	3	5
Hector 500 Remote	1200	28	350	230	5	5
Hector Deco	1200	30	350	230	5	5
Jazz BLDC	1200	33	350	215	3	5
Wendy BLDC	1200	35	350	230	3	5

Region	Area	Updated Address and contact Details	Contact No.
South	Kerala	Mr. Manoj Ambady, Radco Marketing Pvt Ltd, Building No 3/214, 215, 216 Block No. 15, Paravoor Taluk, Eloor, Ernakulam. Pin: 683501	8129821355
South	Chennai	Mr. Vishnu Kumar, Orient Electric Limited. Heavitree, 2Nd Floor, Unit – B, New No: 47, Spur Tank Road, Chetpet, Chennai–600031. Tamil Nadu.	9600001639
South	Madurai	Mr. G . Praveen kumar, Rodco Marketing Pvt Ltd, 228, Lig Colony, K.K Nagar Madhurai–625020.	9585252524
South	Hydrabad	Mr. Durgaprasad Rao, Orint Electric Ltd, 6–3–1090/CRK Plaza 2nd Floor, Raj Bhavan Road, Somajiguda, Hyderabad–500082, Telangana (India) .	9000134193
South	Banglore	Mr. Kuldip Pandey, Orient Electric Ltd, C/O, RPM Logistics Pvt Ltd. SY No. 73, Harokyanthanaha, Dasanapura Hobli, Makali (P) Tumkur Main Road Bengaluru–552162, Karnataka.	9919003378
South	Vijayawada	Mr. Prabhakar, Orient Electric Limited, D.No: 23–17/1, Warehouse 1, Kohinoor Estates, Opp Hil Limited, Vijayawada, Mylavaram RD, Kondapalli, Ibrahimpatnam – Andhra Pradesh–521228.	9908011447
North	Delhi	Mr. Vivek Sharma, Rajent Enterprises 3/15, Asaf Ali Road. New Delhi–110002	9999410680
North	Haryana	Mr. Sourav Singh / Mr. Neeraj Yadav, Alok Distributors, 14/3, Mathura Road, Behind PNB Bank, Mewala Maharajpur Metro Station, Harayana–121003	9667600151 / 9643001001
North	Rajasthan	Mr. RR Chowdhary / Mr Sunny Sambharwal, Rajasthan, Vasundhara International, D–2(B) Meera Marg, Kamal Varndhavan, Bani Park, Rajasthan–302016	9001298201 / 76656 99996
North	Noida	Mr. Ramit Bhatnagar, D–209, Sector–63, Noida–201301 India.	9971397635
North	Lucknow	Mr. Sunil Srivastava, Orient Electric Limited–A CK Birla Group Company, 607, 6th Floor, Ratan Square 20–R Vidhan Sabha Marg, Lucknow– 226001.	9554338866
North	Chandigarh	Mr. Dinesh Trehan, Orient Electric Limited, SCO 840 1st Floor, Nac Manimajra, Chandigarh–160101.	9646009593
North	Amritsar	Mr. Gurmeet Singh, Daga Co. C–4, Baba Budha Ji Avenue, Opp Ashok Vatika Public School, New Amritsar–143006.	8725056304
West	Mumbai	Mr. Vishal, 604, Dev Corpora, 6th Floor, Cadbury Junction, Eastern Express Highway Thane (W), Mumbai 400601	9769208629
West	Pune	Mr. Vishal, Orient Agencies Sr No. 9, Daulati warehouse, Shivram Nagar, Katraj Mantarwadi Uruli Devachi, Pune 412308 Maharashtra	9769208629
West	Nagpur	Mr. Mangesh R Mahure, Orient Electric Limited, Block No. 402, 4th Floor, Shriyash Heights, Plot No. 95, Lendra West Precinct, Ramdaspath, Nagpur–440010.	7738380770
West	Indore	Mr. Rajeev Dwivedi, Jalan Brothers Pvt. Ltd.; 4/1, Mangal Compound, Behind Mercedes-Benz Showroom, Dewas Naka, Indore–452010.	9826724892
West	Raipur	Mr. Jay Prakash, Jalan Brothers Pvt. Ltd., Kedia Business Park, Opp. National Garage G.E. Road, Tatiband, Raipur.	9131875970
West	Ahemdabad	Mr. Arpit Mahant, Opp– Sumar Logistic Park, Gr Floor, Building No 1, Rudra Pratap Logistic Park, survey No 102–2, Kajipura NH–64, Matar Industrial Area, Kheda, Gujarat, 387530	9662679540
East	Kolkata	Mr. Tushar Maji, Orient Electric Ltd. 6, Ghore Bibi Lane, Kolkata– 700054	9163335950
East	Bhubaneswar	Mr. Ajit Kumar, Orient Electric Ltd., Badhanpur, Puri By Pass Road, Bhubaneswar–751002	9097078864
East	Patna	Mr. Saket Dwivedy, Orient Electric Limited – A CK Birla Group Company 4th Floor, Sai Tower, Beside Hotel Utsav, New Dak Bunglow Road, Patna–800001, India.	9307777762
East	Ranchi	Mr. Anand Kumar, Jharkhand Orient Electric Limited, Office No. 401, Modi Heights, Phase–1, Ratu Road, Ranchi–834001.	7366965555
East	Guwahati	Mr. Manas Jyoti Bharadwaj, Branch Sales Manager, Orient Electric Limited, Nilakshi Talukdar Campus, Opp Vodafone Head Office, BH–37, Katabari Guwahati–781035, India.	9864058464

