



Since its inception in the 1950s, Orient Electric has always focused on building sustainable competitive advantage through a culture of innovation, while keeping consumers at its core. The company endeavours to unravel and surface latent consumer needs and meet them with befitting solutions which make life simpler and experiences better. Orient Electric is today one of the top selling brands in the country in the air coolers segment, with a dominating presence in major states in North India. The company offers an eclectic mix of Personal, Window, Tower, Desert and Slim Desert air coolers to suit varied aesthetic preferences and usage environments.

Market

India being a tropical country, experiences high temperatures throughout the year and thus the need for cooling appliances including ACs, air coolers and fans. For about a decade, the country has seen a precipitous rise in surface temperatures which has driven the growth in this segment. When it comes to air coolers, they are economical to use, environmentally friendly and a preferred choice of cooling in places with mostly dry weather conditions. While North and Central India leads in the term of volumes, the market for air coolers is growing fast in West and South India.

The air coolers market in India, currently estimated to be about 8 million units, is predominantly driven by the unorganised players with approximately 70% market share. However, the organised players are progressively making a dent in the market share of the unorganised segment on the back of product innovation, aesthetics, safety, brand promotion and reliable after-sales service. Consumers today are more informed and empowered than ever before and prefer to buy branded air coolers over unbranded to get more depth and meaning with their purchases. Introduction of GST has also encouraged the shift from unorganised to the organised sector by reducing the price gap. On the whole, the Indian air coolers market is forecasted to grow at a CAGR of 15-20% in the next few years, driven by rising temperature levels, increasing affluence and aspirations, and technological advancements.

Orient Electric has made its mark in the air coolers industry by gaining a sizeable presence in a short span of time. Keeping pace with new leaps in technology and innovation, the company strives to create disruptions in this industry to gain market share. The company aims to achieve the highest levels of consumer satisfaction and is therefore working relentlessly to improve product quality and service levels.

Orient Electric has aggressive plans to ramp up its air cooler distribution network and expand to more towns in the next two years.

Achievements

At a time when air coolers are still considered a commodity, Orient Electric has challenged the status-quo in the segment and has created differentiators by introducing a complete range of



IoT-enabled air coolers, outdoor metal-bodied air coolers and energy saving Inverter air coolers.

Orient Electric's IoT-enabled desert, tower and outdoor air coolers can be operated from anywhere, anytime via Orient Smart mobile app available on both Google Play and App Store. With Orient IoT coolers, users can set a timer to turn it on and even get weather updates, besides other basic functions. On top of that, these smart air coolers are also compatible with voice assistants – Alexa and Google Assistant – thus taking convenience a notch higher. Easy to use, accessible and human-centric, these products are aimed at making consumers' experiences better and life easier while also offering them pride of ownership.

Orient Electric is also the first brand in the organised sector to introduce metal-bodied outdoor air coolers. Made with powder-coated GPSP sheets, Orient's outdoor coolers can withstand the toughest weather.

Acknowledging the climate emergency, the rise of environmentally conscious consumerism and the government's push for energy conservation, the

company has recently launched a new range of energy efficient Orient Inverter Air Coolers powered by the Electronically Commutated Motor (ECM) technology that provides 45% savings on energy and electricity cost. The inverter air coolers range is a conscious effort by the brand aimed at helping consumers and the nation to save energy and reduce carbon footprint.

The brand has been widely recognised for its innovative product offerings. Its Ultimo Tower Air Cooler has won India's Best Design Project Award – 2019 in the Product Design category. Orient Air Coolers have also been conferred the Frost & Sullivan New Product Innovation Leadership Award in 2019.





History

Leveraging its strong brand equity in fans developed over the years, Orient Electric forayed into the Home Appliances business in 2011. The company has progressively set its national footprint in the category and has emerged as one of the leading players in the air coolers segment. The company is looking to further strengthen its business by diversifying into newer geographies, consolidating its presence in existing markets and expanding its retail footprint. It is also present into water heaters and small kitchen appliances. Orient Electric has a partnership with De'Longhi Group to market and sell De'Longhi, Braun and Kenwood products in India.

Product

Catering to every space and every need, Orient Electric's new range of air coolers available in different shapes, sizes, capacities and materials is in line with the evolving market trends and emerging consumer preferences. With unique features and new-age technologies, Orient Air Coolers is setting a new benchmark in air cooling. The range currently includes over 50 SKUs with tank capacities ranging from 8 litres to 105 litres to suit different spaces such as living room, bedroom, study room, dining area, shops, restaurants, hotel rooms, clinics and offices.

Every product that the company launches is based on consumer insights. Be it higher air delivery, silent operation, energy efficiency, safety or ease of operation, Orient Air Coolers take care of most of the consumer pain points. Some of the key features of Orient's extensive range of air coolers, apart from IoT technology, are Honeycomb pads with DenseNest® technology

which ensures 25% more cooling, cooler fan blades with AeroFan technology which provide longest air delivery with low operating noise, auto-fill function, anti-mosquito breeding, dust filter, collapsible louvres, cord winder and inverter compatibility.

All Orient coolers undergo a series of quality tests internally and by third party quality

brand launched its first ever TV commercial for air coolers in 2019, featuring its long-standing brand ambassador MS Dhoni. Known as Captain Cool, this association gels perfectly with the values Orient Air Coolers stand for.

It has also embraced the power of digital and is focusing strongly on online mediums, including SEO, SEM, PPC, display advertising, social media, digital PR, blogging and influencer activities, to increase the amplification of its activation campaigns.

Orient Electric is continuously looking at ways to improve consumer experiences both online and offline. IoT-enabled products are experiential purchases, so the company is quite particular about selection of retail partners and is ensuring that the product features are well explained to customers. It is also selling these products through leading marketplaces targeting today's tech-savvy, aspirational customers.

Brand Values

Excellence, Integrity, Collaboration, Trust and Care are the core values that describe Orient Electric.

The company's vision is to spread happiness by smart application of technology. With a strong focus on innovation as a way to lead the competition, Orient Electric strives to create great consumer experiences by addressing the need gaps across categories.



certification agencies, making sure that the end consumer receives a cooler that is fault-free and gives uninterrupted cooling for years.

Recent Developments

With IoT technology gaining popularity, the concept of connected homes is on the rise thus leading to increasing demand for smart devices.

Consumers are willing to spend on appliances which can be easily controlled using smartphones and voice assistants. The comfort and convenience, connectivity, security and monitoring provided by IoT products is driving its adoption in the country. In this regard, Orient Electric has introduced a range of IoT-enabled air coolers which come with the promise of saving time, energy and money, along with added comfort and convenience. Working with the current-generation IoT platform to deliver superior consumer experience, the company has been able to bring down incremental costs while offering strong value propositions.

Orient's intent is to make the technology affordable for



Things you didn't know about ORIENT AIR COOLERS

- * Orient Air Coolers is one of the fastest growing brands in the country (Source: internal estimates)
- * It is the first Indian brand to have a complete lineup of IoT-enabled air coolers
- * It is the first brand to introduce inverter air coolers powered by ECM technology
- * It is the only brand in the organised segment with metal-bodied outdoor air coolers
- * It has a partnership with De'Longhi Group to market and sell De'Longhi, Braun and Kenwood products in India