WAVES
OF CHANGE

75 Years of Pioneering Innovation

Fan manufacturing in India had grown vastly by 1940.
In 1950, a few leading companies joined to form
Fan Makers Association (FMA).

Kudos to industry leaders of those times
to have brought in various revolutions in technology,
manufacturing processes and sales/distribution
In their 50 years of togetherness.

IFMA 75 YEARS OF LEGACY

With the turn of the century, IFMA emerged, building on FMA's legacy
by introducing new dynamism, approaches, and agendas to revolutionize the industry.

Cheers to 75 years of our togetherness and contribution.

Flow of Contents

Message from Interim **Chairman (2025)**

Gaurav Dhawan
Senior Vice President at Orient Electric Ltd.

Greetings on the 75th year of our togetherness as a vibrant association that has brought us to the global forefront. My compliments to our industry leaders of yesteryears, who have nourished the earlier avatar of our association.

The humble transition from less technologically advanced factories to highly automated and technically upgraded industries has been remarkable. Today, fans are produced with world-class advanced features and high-quality standards. Energy efficiency and aesthetics are the new buzzwords.

IFMA has played a great role in helping establish specifications and standards, driving the need to upgrade technology and build an eco-friendly system of ancillaries. It is now ready to expand into global markets, making Indian fans the No. 1 choice for customers worldwide.

The fan industry has entered its golden era, and we should use this opportunity to become world leaders soon.

With best wishes once again.

Messages from Past **Chairmen**

Pradyumna Poddar
Chairman, IFMA (2024)

The stupendous work done by the IFMA team for more than 7 decades is really appreciable. The association and all its members have worked and continue to work with great zeal and enthusiasm in its common endeavor of 'KIC' (KEEPING INDIA COOL). The future of the Indian fan industry looks promising, driven by technological advancements, energy efficiency regulations, and increasing demand for smart models. Today as we stand at the crossroads of innovation and opportunity, the future of the global fan market presents a promising horizon for Indian manufacturers. With a reputation for resilience and craftsmanship, our role in this dynamic industry is more crucial than ever.

By embracing and focusing on the following principles and seizing the opportunities that lie ahead, IFMA and Indian manufacturers can carve out a prominent place in the global fan market. To achieve this, they must innovate relentlessly, focus on quality and compliance, and leverage emerging markets. Embracing sustainability, prioritising customer experience, and strengthening supply chains will be equally critical. Additionally, fostering collaboration and expanding strategically will further solidify their position on the global stage.

Anuj Poddar
Chairman, IFMA (2022 - 2024)

During my tenure as Chairman, I had the privilege of contributing to several transformative initiatives that continue to shape the future of our industry. IFMA has played a pivotal role in advancing industry standards and advocating for responsible, future-ready manufacturing. Programmes such as the Star Labelling initiative have not only ushered in a new era of energy efficiency but have also aligned the sector with India's broader sustainability goals.

Equally noteworthy has been IFMA's progress in accelerating the digitisation of communication — unifying diverse stakeholders and fostering greater transparency. The steady increase in membership over the years is a testament to IFMA's growing influence and its ability to galvanise the industry around shared objectives.

As we look ahead, we carry forward a legacy built on the collective vision, resilience, and innovation of generations. Collaboration, technology, and sustainability will define the next chapter of our journey. In the words of Mahatma Gandhi, "The future depends on what you do today." IFMA's legacy reminds us that progress is never accidental — it is always the result of committed action and shared purpose. Congratulations once again to IFMA on this diamond jubilee — here's to many more decades of excellence.

Electric fans are one of mankind's greatest inventions, yet they are often overlooked. However, they have an intriguing history and a fascinating present. Most importantly, they hold a promising technological and aesthetic future.

Message from **Chief Curator**

Hardeep Singh
Former MD-Polar Fans
Chairman –IFMA Connect committee

I feel humbled and privileged to be the team leader of this prestigious project. All 5 stages of concept, ideation, compilation, curating and finally execution have been progressively and increasingly stimulating and satisfying.

Perhaps, it stems from the knowledge of the past 50 years of my association with the fan industry and both industry bodies First FMA (Fan Makers Association of India) and then IFMA, the present body.

Our attempt has been to present the history and progress of the Industry both from Indian as well as global perspectives. Key and new product segments, profiles of key players of the industry and other stake holders ecosystem have also been included in our book as well.

I must thank our Co Chair Vivek Abrol for his support and contribution. Also special thanks to Rahul Singh of IFMA, Nupur Joshi of Bajaj and Saurabh Chopra of Orient Fans for their contributions and support.

Kabir Kathuria of Brand Visage too deserves special mention.

I hope you all enjoy the contents as much as we have enjoyed putting them up aesthetically for easy comprehension.

Let's enjoy the "Waves of Change" in the industry and bring the change in our lives as well.

Messages from Past **Chairmen**

Ravindra Singh Negi
Chairman, IFMA (2021-2022)

At Orient Electric Ltd., we are proud to be associated with IFMA (formerly FMA), the apex body driving progress and excellence across the fan industry. For over 75 years, this partnership has reflected our shared commitment to shaping the future of fans in India. This enduring collaboration stands as a symbol of our collective efforts to strengthen India's domestic manufacturing ecosystem and deliver products that meet global standards while staying rooted in Indian needs.

As an industry body, IFMA plays a pivotal role in shaping progressive policies through sustained government advocacy on critical areas such as energy efficiency norms, star ratings, and regulatory standardisation. At Orient Electric Ltd., we have partnered closely with IFMA by contributing global technical benchmarking, thought leadership, and consumer-centric insights, helping co-create frameworks that drive sustainable innovation while delivering long-term value for both the fan industry and Indian consumers.

Atul Jain
Chairman, IFMA (2019-2021)

Serving as Chairman of the Indian Fan Manufacturers Association (IFMA) from 2019 to 2021 was both an honor and a challenge. During this period, we navigated the unprecedented disruptions of the COVID-19 pandemic, which impacted demand and supply chains. Despite these challenges, we intensified our advocacy for energy-efficient fans, aligning with the Bureau of Energy Efficiency's star labeling program. We also championed a reduction in GST rates to make fans more accessible, especially in rural areas.

A significant milestone during my tenure was the successful expansion of IFMA's membership. We grew from 10–15 founding members to over 100 Associate Members, including various partners and vendors in the industry. This inclusivity transformed IFMA into a more vibrant and representative body, strengthening our collective voice.

Looking ahead, the fan industry is poised for significant transformation. With the adoption of BLDC technology, there is 50% reduction in power usage. As consumer preferences evolve towards energy efficiency and smart features, our industry must continue to innovate, ensuring sustainability and affordability. I am confident that IFMA will lead this evolution, reinforcing our commitment to a greener and more self-reliant India.

Past **Chairmen**

The remarkable growth of the fan industry can largely be attributed to the visionary leadership of both past and present industry pioneers. The contributions of company founders and former CEOs have been truly commendable.

2000-01
Siddharth Shriram
The Jay Enginnering Works Ltd.

2002-04
Sunil Khaitan
Khaitan Electricals Ltd.

2004-06
Anil Agarwal
Polar Industries Ltd.

2006-08
Sunil Wadhwa
Usha International Ltd.

2008-10
Manoj Verma
Crompton Greaves Ltd.

2010-12
S B Bhaiya
Orient Fans

2012-13
A S Radhakrishna
Bajaj Electricals Ltd.

2013-14
Shekhar Bajaj
Bajaj Electricals Ltd.

2014-17
Rohit Mathur
Usha International Ltd.

2017-19
Rangarajan Sriram
Crompton Greaves
Consumer Electricals Ltd.

2019-21
Atul Jain
Orient Electric Ltd.

2021-22
Ravindra Singh Negi
Havells India Ltd.

2022-24
Anuj Poddar
Bajaj Electricals Ltd.

2024
Pradyumna Poddar
Usha International Ltd.

Excecutive **Council (2024-25)**

Manoj Meena
Director & CEO
Atomberg Technologies Pvt. Ltd.

Sibabrata Das
Director & COO
Atomberg Technologies Pvt. Ltd.

Piyush Sethia
Marketing Head
Atomberg Technologies Pvt. Ltd.

Vishal Chadha
COO
Bajaj Electricals Ltd.

Mankesh Patkar
VP & Country Head CP
Bajaj Electricals Ltd.

Rajat Chopra
Business Unit Head – Home Electricals & Pumps
Crompton Greaves Consumer Electricals Ltd.

Anuj Arora
PL Head Fans
Crompton Greaves Consumer Electricals Ltd.

Pravin Garje
Innovation Head Fans
Crompton Greaves Consumer Electricals Ltd.

Uma Lanka
ESG and Regulation Head Crompton
Crompton Greaves Consumer Electricals Ltd.

Ameet Gupta
Director
Havells India Ltd.

Deepak Bansal
President
Havells India Ltd.

Ravinder Gambhir
Vice President
Havells India Ltd.

Saurabh Sinha
Business Head - Fans
Havells India Ltd.

Jothish Kumar V
Managing Director
Luker Electric Technologies

E. SivaramaKrishnan
Director
Luker Electric Technologies

Ravindra Singh Negi
CEO & MD
Orient Electric Ltd.

Gaurav Dhawan
BU Head -ECD
Orient Electric Ltd.

Pradeep Dutta
Head Marketing
Panasonic Life Solutions India Pvt. Ltd.

Saurabh Porwal
National Sales Head
Panasonic Life Solutions India Pvt. Ltd.

Bharat Jaishanghani
Director
PolyCab India Ltd.

Rohit Dube
VP (Marketing-FMEG)
PolyCab India Ltd.

Sajjal Majiya
DGM
PolyCab India Ltd.

Vivek Abrol
CEO (FMEG)
RR Kabel Ltd.

Raju Bista
Managing Director
Surya Roshni Ltd.

Jitendra Agarwal
CEO
Surya Roshni Ltd.

Vishal Akhauri
BH Head - (Consumer Durable)
Surya Roshni Ltd.

Manoj Khattar
Whole Time Director
Usha International Ltd.

P K Vij
Retainer
Usha International Ltd.

Abie Abraham
Vice President - Electromechanical,
Division & COO
V-Guard Industries Ltd.

Piyush Jain
Director
Lazer India Pvt. Ltd.

Akhil Jain
Executive Director
Lazer India Pvt. Ltd.

Kanishk Goyal
Managing Director
Polar Elektric Ltd.

Ganapathy Shankar
Consultant Sales
Polar Elektric Ltd.

Hardeep Singh
Special Invitee

Govt. Affair Committee
Gaurav Dhawan (Orient)

Team Members
- Ravindra Singh Negi (Orient)
- Ravinder Gambhir (Havells)

IPR & Legal Committee
P K Vij (Usha)

Membership Engagement Committee
Hardeep Singh (Special Invitee)

Team Members
- Vivek Abrol (RR Kabel)
- Ravinder Gambhir (Havells)

Technical Committee
Ravinder Gambhir (Havells)

Team Members
- Shailendra Singh (Havells)
- Safdar Imam (Orient)
- Pravin Garje (Crompton)
- Vinayak Raje (Bajaj)
- Tanjit Singh Bedi (Usha)
- Rajat Srivastava (Usha)
- Sanjay Joshi (Panasonic)
- Raghava Rao (RR Kabel)
- Sanjeev Gupta (Polycab)
- Asim Ghosh (Polar)

IFMA Connect, Social Media & Website
- Hardeep Singh - Chairman (Special Invitee)
- Vivek Abrol - Co-Chair (RR Kabel)

Team Members
- Mayuri Singh (Bajaj)
- Saurabh Saini (Havells)
- Varun Sharma (V-Guard)
- Vineet Khurana (RR Kabel)
- Saurabh Chopra (Orient)
- Tushar (Crompton)

Rooted in legacy, Fuelled by innovation.
Celebrating seven decades of excellence in shaping the Indian fan industry.

About **IFMA**

Recognizing the need for a unified voice for manufacturers, the Fan Makers Association (FMA) was established in the late 1940's / early 1950's. This association aimed to streamline production standards, encourage collaboration and represent the industry's interests.

By the turn of the century, as the industry diversified and grew, the association rebranded itself as the Indian Fan Manufacturer Association (IFMA), reflecting its broader vision and mission.

Over the past 7 decades, these apex bodies and the leading members have not only shaped the fan industry but have also laid the foundation for its future by embracing newer technologies. The entire ecosystem has been well-covered and significant initiatives are in progress.

Today, IFMA represents over 120 members, including both established brands and emerging players, ensuring the industry's collective growth and technological advancements.

The association has helped manufacturers navigate changing policies, technological shifts, and evolving consumer expectations while fostering a collaborative ecosystem.

IFMA Shaping the Future of the Fan Industry

Vision

To be a catalyst for the growth of the Indian fan industry and act as a bridge between the **industry**, **government** and **society** at large.

Mission

IFMA is committed to fostering growth, innovation, and collaboration among its members while ensuring sustainable practices and global competitiveness.

Key Objectives

Advancing Standards: Setting benchmarks for safety, quality, and performance.

Driving Innovation: Promoting research and development to keep up with global trends.

Encouraging Sustainability: Supporting the production of energy-efficient fans to reduce environmental impact.

Expanding Markets: Facilitating growth in domestic and international markets.

Collaborative Ecosystem: Providing a platform for knowledge sharing and collective problem-solving.

The History of Electric Fans: That Intrigues Us All

The history of fans dates back thousands of years, evolving from simple hand-held devices to sophisticated innovations. Fans have played an essential role in human civilization, offering comfort, utility, and even artistic expression across different cultures.

Begins with Egypt: Symbol of Status and Comfort

The earliest known fans originated in ancient Egypt, where they were used not just as tools for cooling but also as symbols of power. Large, elaborate fans made of feathers or palm leaves were carried by servants to cool pharaohs and aristocrats. These fans were often ornately decorated, signifying wealth and prestige.

The golden fan of Tutankhamun, coated in gold leaf with a design of a pharaoh hunting an ostrich, is a rare museum piece.

Enters China and Japan: Cultural and Fashion Accessory

In China, fans evolved into an essential cultural accessory. The first rigid fans, known as shan, were made of silk and bamboo and widely used by scholars, artists, and nobility. Over time, they evolved into folding fans that became both functional and decorative, featuring intricate paintings and calligraphy. Similarly, Japan refined fan-making with the sensu — a foldable fan used for cooling, and incorporated into traditional dances and ceremonies.

Enters India:
From Handheld to Powered Airflow

The transition to mechanical fans began in the 18th/19th centuries. The punkah fan, a fabric panel, was used in India and tropical regions. Operated by servants, it was an early cooling solution. Popular in the UK and India, it remained in use until the 1950's, when electric fans replaced it. Today, a German company has motorized the concept, using polycarbonate or peacock feathers. Exotic indeed.

The world has come full circle.

Here Comes the First Electric Fan:
First Table Fan

However, the real breakthrough came in 1882 when American engineer Schuyler Skaats Wheeler invented the first electric fan. This invention laid the foundation for modern air circulation technology. The first models were simple, with two metal blades powered by an electric motor, but they quickly gained popularity in households and offices. By the early 20th century, electric fans were widespread, with companies like General Electric and Westinghouse producing improved designs.

And then Ceiling Fan: Innovation

The electrically powered ceiling fan was invented in 1882 by Philip Diehl, adapting the motor from Singer sewing machines. Each fan had a self-contained motor, eliminating the belt drive. By World War I, most fans had four blades, improving circulation. Brands like Hunter, Robbins & Myers, Century Electric, Westinghouse, and Emerson Electric flourished.

In Europe, ERCOLE MARELLI founded "Officina Elettrotecnica" in 1891, importing fans from the USA and later producing more graceful, affordable models.

Indian Market: Too were early adopters

The history of fans in India is interesting. Crompton Greaves, a joint venture between Crompton Parkinson of England and Greaves Cotton, launched the first fan in 1906. Most fan manufacturers began production in the 1920's/1930's. According to a news item, Kishirode Bihar Charaborty set up Clyde Fans in Calcutta. Usha and Orient fans also have a similar time history and continue to dominate today. Around the same time, KDK in Japan began fan production, as stated on their website.

Innovation and Modernization

By the mid-20th century, advancements in materials and motor efficiency led to the development of quieter, more powerful, and energy-efficient models. The introduction of plastic blades made fans lighter and safer, while oscillating mechanisms improved air circulation.

Today, fans have transformed from purely functional appliances to design statements and technological marvels. Modern fans incorporate bladeless technology, smart sensors that adjust airflow based on room temperature. Some even integrate air purification features, merging cooling with health benefits.

The Birth of Fans in **India**

The invention of the electric fan began in the late 19th century in the USA. Later, during the early 20th century, companies such as GE Westinghouse, Emerson, and a few more started producing electric fans on a mass scale. By the late 20's electric ceiling fans became commonplace in the US.

But that's about USA . What about India?

When did fan manufacturing begin in India?

The history of electric fan manufacturing in India is not well documented, but let's say that it all began in the 1920's/1930's. By 1940's quite a few established manufacturers started manufacturing electric fans largely in Calcutta. Crompton too started their operations around that time in Western India.

Clyde Fans and IEW (Indian Electric Works) were major players involved in manufacturing electric fans in India during the early 1930's. They gave India some robust electric fans that came with sturdy motors. In fact, some of these fans are still in use at the Southern Indian Railway stations.

Orient, which is currently a leading Fan brand in India, is one of the very few pioneers of Indian fan manufacturing that not only survived over the years, but is still thriving. This company too dates back to the 1930s.

Some other prominent names that contributed to the introduction of electric fans in India are Usha fans. The company was started by Sir Shriram a leading North Indian industrialist of those times. Initially started as a sewing machine company, they later started producing electric fans in 1946. This is also one of the early brands going strong till today.

The Pioneers of that Era

Several prominent names such as Clyde, IEW (India Electric Works), Orient, Usha, Kassels, Crompton Parkinson forayed their way into manufacturing electric fans in India. The range of fans included ceiling fans, table fans, and railway carriage fans, apart from air circulators for industries.

Then there were Kassel fans. Later, the company merged with Bajaj Electricals, and some models of the Kassel brand remained in Bajaj's fan portfolio.

The other major player was Crompton Parkinson India, a subsidiary of the British company Crompton Parkinson Ltd., which was taken over in 1947 by Mr. Karam Chand Thapar, founder of the Thapar Group, and up until recently was in their fold as Crompton Greaves. Now it has changed hands, but Crompton fans, even today, enjoy the premium-ness.

Another brand manufactured in Calcutta was POWER which was well known for its DC ceiling fans (remember, some generation and distribution of power supply was still DC till 1950's). Later in the early seventies, the company along with their other brand Polar was sold off and is still in the market.

The historical details of the Calcutta origin of fans is available to some extent but in Amritsar (North India) too, a revolution happened in the fan industry during 1940's. There were more than 100 odd manufacturers in small and tiny scale workshops. The numbers kept going down after fifties as they focussed only on North India and without any Brand building initiatives. Today they are almost extinct.

When Calcutta was buzzing with fan manufacturing companies, a revolution was happening in Varanasi. Black-colored table fans were launched under the brand name CINNI in 1950. This brand and its fans soon became a cult favourite.

The customers were prepared to pay hefty premium and it became leaders in its category.
This continued till Mid 2000's when the family started disintegrating.

Sure, some of the old established names like GEC fans, Rallifans along with IEW, Clyde have been swept away with the passage of time but each one of them had an important role in the industrial revolution of Fans.

Post the 1960, the fan manufacturing industry flourished. New brands like Khaitan and Polar entered in a combative mode with their innovative decorative models and aggressive promotions. This was an exciting era of competition of new entrants with legacy brands. Ceiling fans category grew from being in plain white shade to colourful shades and embellishments of trims etc. The trajectory of industry thus moved to decorative segment substantially.

In the decade of 2000, an enterprising electrical company Havells made inroads in the fan space. Havells became a success story in just few years. This was perhaps an inspiration to few electrical companies and in the decade of 2010, we saw V Guard, Polycab, Luker and few others entering the fan industry too.

Somewhere in this decade the new technology caught the fancy of brands like Superfan in South India and Atomberg in Mumbai, who dedicated their might to only BLDC motor technology for their fans.

The industry leaders were also simultaneously working on adding BLDC fans to their portfolio. This indeed is the beginning of a new era in the fan industry of upgradation–in technology. Auxiliary benefits like growth and higher selling prices are now being seen.

Industry Milestones

A Timeline of
Fan Manufacturing in India

1920's / 1930's

Fan manufacturing begins in India, with Calcutta emerging as the first major production hub. **Clyde, IEW** and **Calcutta Fans** started production.

1940's

Expansion of the industry with pioneers like **Orient, Usha, Kassels, and Crompton Parkinson.**

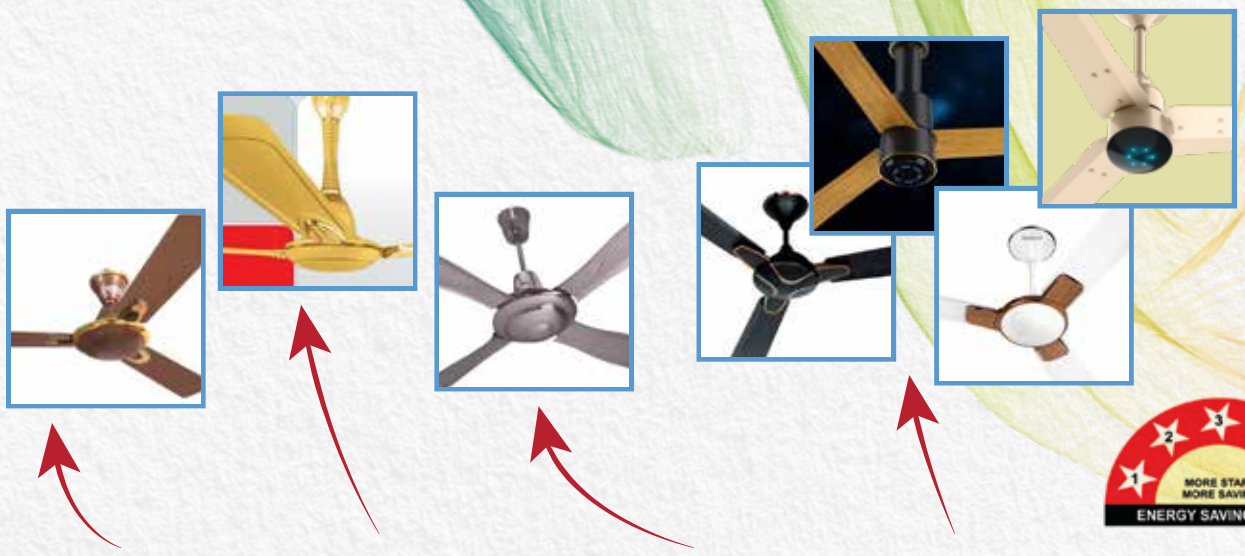
1950's

Formation of the Fan Makers Association (FMA) as the apex body of the Fan Makers Association.

Cinni Fans begin operations in Varanasi.

1960's

Hyderabad and North India (Faridabad & Agra) develop as alternative manufacturing hubs.



1970's	1980's	2000's	2010's	2020's & Beyond
Brands like Khaitan and Polar start manufacturing and gaining ground.	Haridwar and Himachal Pradesh emerge as new manufacturing centres, driven by excise benefits.	FMA is rebranded as the Indian Fan Manufacturers Association (IFMA), reflecting its broader vision and inclusivity. **Anchor & Havells enters the Fan Industry.**	**New brands like V Guard, Luker, Luminous, Polycab, make entry.** Industry begins focus on energy efficiency and a new motor technology **BLDC is embraced by Superfan and Atomberg.**	BLDC technology is well entrenched and becomes focus of all leading brands too. **BEE Star Rating on ceiling fans become mandatory from Jan 2023**

Industry experts estimate that the fan market in India during the year gone by (2024/25) was around 9 crore units. Also CAGR in e-commerce business and super premium fans for next 5 years is estimated to be 20%. The golden era has just begun.

Domestic Fan Market

The Indian fan industry is experiencing steady growth, underpinned by its status as an essential consumer durable in a tropical climate. The industry is on threshold of a unique trajectory of growth and higher Average Selling Price (ASP) due to the adoption of new technologies.

Consumer Penetration: Ceiling fans are the most used products in fan segment and are ubiquitous in India, present in over 90% of households (approximately 300 million homes). This makes them the most widely used cooling appliance. This contrasts with air conditioners, which are in less than 10% of households due to higher costs and energy consumption. Domestic exhaust fans in comparison have a very low penetration level of approx. 25% or so.

Industry Structure: The market is a mix of organized and unorganized players. In the past one decade or so, the unorganised sector has hugely lost to the organised sector and is guestimated now to be about 20% or so. With the mandatory Star Rating programme, it is bound to come down still further. The top 12 Major brands account for over 70% of organised sector. In few product segments like Exhaust fans and Pedestal fans called Farrata, the share of unorganised sector is very high and may be approx. 40 odd percent. Also, the vendor ecosystem of the industry is very well developed and it is reckoned that about 15% of the products are manufactured by SME's which are technologically competent and so supply to major brands.

Market Size and Growth:

The retail indian fan market is estimated to be valued around ₹15000/- crores (about 7 crore fan units) during FY'24-25. This does not reflect the total industry as it does not include e-commerce/institutional/govt buyers. Industry experts however opine that the industry size is in the vicinity of 9 Crore units (about ₹17000/- crores in value) in year 2024/25.

**These are guesstimates*

Table 1: Fan Market Size, By Category

	Volume	Value
	FY'24-25	FY'24-25
Fans	698.6 Lacs	14658 Cr.
Ceiling Fan	72.6%	75.2%
Pedestal Fan	6.1%	7.8%
Exhaust Fan	10.3%	6.2%
Table Fan	5.9%	5.6%
Wall Fan	5.0%	5.2%

Source: Market Pulse

Key Trends in the Indian Fan Industry

Energy-Efficient Fans/Replacement Market

There is an all-round thrust by the government and the industry for energy-efficient fans. The Bureau of Energy Efficiency (BEE) has made it compulsory for ceiling fans to comply with Star Rated programme effective January 2023, IFMA being the apex body of the industry has been on the forefront of giving multi media push in advertising this to the prospective buyers.

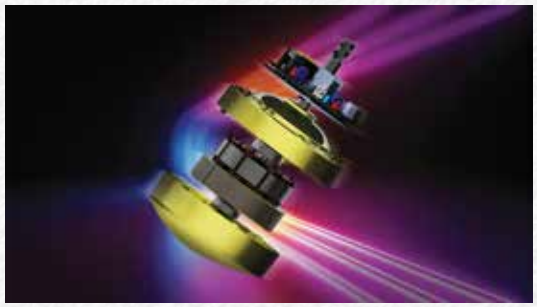
So has begun the era of Brushless Direct Current (BLDC) fans—consuming 28-35W versus 75W for conventional models— these fans comply with 5 star ratings.

It is estimated that the replacement market of customers discarding old power guzzler fans will grow to be at least 3 times of what it was in past one decade.

Government Support: Programs like the Energy Efficiency Services Limited (EESL) initiative to deploy 10 million efficient fans and potential GST reductions (from 18% to 5%, as proposed by the Indian Fan Manufacturers Association) are accelerating adoption.

IFMA has been consistently advocating & promoting the concept of ENERGY SAVING and star rated fans with the help of the mascot Mr Energy Saver.

BLDC Technology: Following from above, the awareness and adoption of new technology of BLDC motors is a vastly growing trend. Sales of these fans have risen from 5% of the market in 2020 to 15% in 2024, with expectations to reach 30% by 2027. All major brands have BLDC fans in their portfolios and with higher national volumes the unit cost of production and hence the prices are bound to go southwards. This will further increase the sales volume by increasing the impetus of replacement of old fans.



Premiumization and Smart Features

Consumers, especially in urban areas, are shifting toward aesthetically pleasing fans with remote control and other features. While the value added and standard segments still account for nearly 50% of the market, demand for high-end models is growing at a much faster pace. Features like wooden finishes, designer aesthetics, and under light integration are attracting buyers. Premium fans now account for 12-15% of sales, up from 8% in 2020.

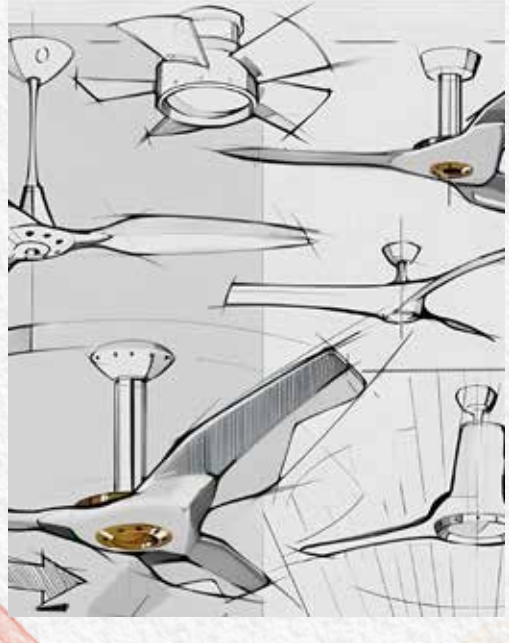
Smart Fans: IoT-enabled fans with remote control, app integration, and voice compatibility (e.g., with Alexa or Google Home) are catching fancy in metro cities.

Rural Market Expansion: Electrification -Impact with 90% rural electrification achieved under the Saubhagya Yojana by 2023, rural fan sales have surged by over 33% since 2020. Affordable, durable, and high-speed fans are in high demand in Tier-3 towns and villages.

Product Innovation: Brands are understanding that emerging likings in products are to be rapidly addressed in new products. The elite class is now preferring lower speed but better air delivery fans. Similarly the lower noise level is fast becoming a requirement. Smaller diameter motors with differential aesthetics and LED fans are other emerging trends. Then there are products with multifunctionality, such as fans with air purification or mosquito-repellent features.

All these are key drivers to growth too.

E-Commerce and Digital Sales: Online sales of fans have grown from 10% of the market in 2020 to 20% in 2024, driven by discounts, wider variety, and convenience. The CAGR in e-commerce business is expected to be 20% for the next 5 years. Another key factor emerging is that the buyers are moving from mass market models to premium and super premium models. The Average Sales Price (ASP) has moved up in the fan category by 20-30% in just 2 years.



Some drivers for this growth are as follows:

1. Better Pricing:
More fan manufacturers are bypassing traditional retail channels and selling directly to consumers via their own websites. This allows for better pricing, exclusive online discounts, and personalized customer engagement.

2. Augmented Reality (AR) and Virtual Showrooms:
AR based apps allow customers to visualize how a fan will look in their room before purchasing. Some brands offer 3D configurators where users can change colors and styles in real time.

3. Buy Now, Pay Later (BNPL) and Easy EMI Options:
BNPL services offered by Amazon as well as Flipkart are helping customers afford premium and smart fans without upfront costs. No-cost EMI options attract more budget-conscious buyers.

4. Subscription and Loyalty Programs:
Brands offering extended warranties, free maintenance, or replacement services on a subscription model. E-commerce stores use loyalty points and referral bonuses to retain customers.

Faster delivery services like same-day or next-day delivery are becoming a priority. In recent times, quick delivery platforms like Zepto and Blinkit are even delivering fans within minutes.

Challenges Facing the Industry:

• **Raw Material Costs:** Prices of copper, aluminum, and steel are key fan components. These have risen by 15-20% since 2022, pressuring margins (currently 8-10% for entry-level models) and potentially increasing retail prices.

• **Low-Cost Competition:** Unorganized players offering cheaper alternatives challenge branded manufacturers, particularly in rural and semi-urban areas.

• **Adoption Barriers:** High initial costs of BLDC and smart fans (INR 3,000-6,000 versus INR 1,500-2,500 for conventional fans) limit mass adoption, especially in lower-income segments. Zone-wise trends South India, with its warm climate and high humidity, has a huge demand for fans year round. South India has fancy for energy-efficient and anti-dust models. Colourful decorative and smart fans have also become popular in urban areas, Rural regions also drive the demand for ceiling fans, with people here looking for high-speed and durable models.

Western region has a fancy for light shaded decorative and energy-efficient fans, while the rural areas prefer affordable and high-speed models.

North India demand is more for ostentatious looking fans at higher price levels.

East India has latent need for affordable and high-speed fans especially in rural and semi-urban areas. In cities, such as Kolkata and Bhubaneswar, decorative and energy-saving models are preferred.

In the portable segment, Farrata fans, once considered a rural preference, have now grown phenomenally in urban areas as well.

Regional Splits—By Value(%)

	South	West	North	East
Ceiling Fan	33	28	25	14
Portable Fans	34	28	19	19
All Fan	33	28	23	16

Highlights

• The fan industry has entered a golden era of growth and improved product offerings both in technology and aesthetics

• After decades, the customers have a genuine reason to upgrade their present fans and benefit in the energy savings/electricity bills too.

• Government regulations and ratcheting plan for future is a great step towards the initiative of star rated fans buying and replacement of old power guzzler fans.

• IFMA has also been on the forefront of imparting this knowledge and pushing for growth through replacement market.

• The mandatory Star Rated programme is ensuring that unscrupulous unorganized manufacturers would no longer find markets for their fans and that gap too will be filled in by the organised sector.

With all these upgradings , there is a natural upgrading of the eco system of ancillaries and vendors – which is bringing about revolutionary improvement in quality of fans.

The upgradations of ceiling fans will now be replicated in portable fans too by government regulations where voluntary regime has already been set in.

Fans were among the earliest electric gadgets to bring relief to mankind by providing a cooling effect. Surprisingly, India was also one of the earliest adopters of this technology and producers of fans in the world.
Today, India is among the top 3 producers and consumers of fans and is poised to become a global leader soon.

Global Fan Market

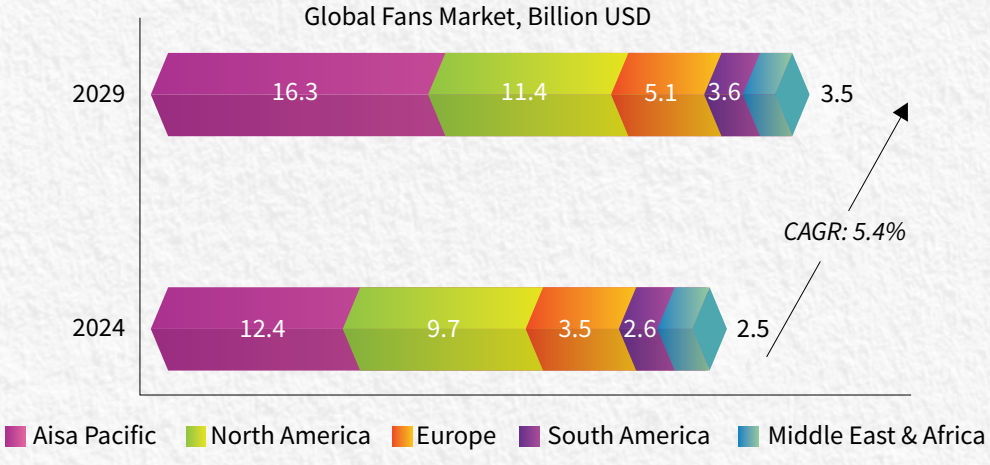
The global electric fan market is witnessing rapid growth—both in terms of volume and the added value brought by evolving technologies. Global warming has created a demand for fans even in countries where they were virtually unheard of five decades ago.

The industry was valued at approximately USD 30.7 billion in 2024, with estimates suggesting a CAGR of 4.5% to 5%, driven by consistent demand and long-term trends.

Global Fans, By Category, 2024—In Billion USD		
	2024	**CAGR (2024-29)**
Global	30.7	5.4%
Ceiling Fans	15.1	2.6%
Portable Fans	7.7	6.2%
Exhaust Fans	4.6	8.0%
Industrial Fans	2.5	10.2%
Other Fans (HVAC, Specialized)	0.9	11.6%

Similar growth has been observed in recent years, particularly in the industrial sector, where new applications and technologies are constantly being introduced to enhance human comfort and operational efficiency.

This growth reflects rising temperatures, urbanization, and increased adoption of energy efficient models, despite disruptions like the COVID-19 pandemic affecting supply chains in 2020-2021.



Key Reasons Why India Can Be A Leader In The Global Fan Market

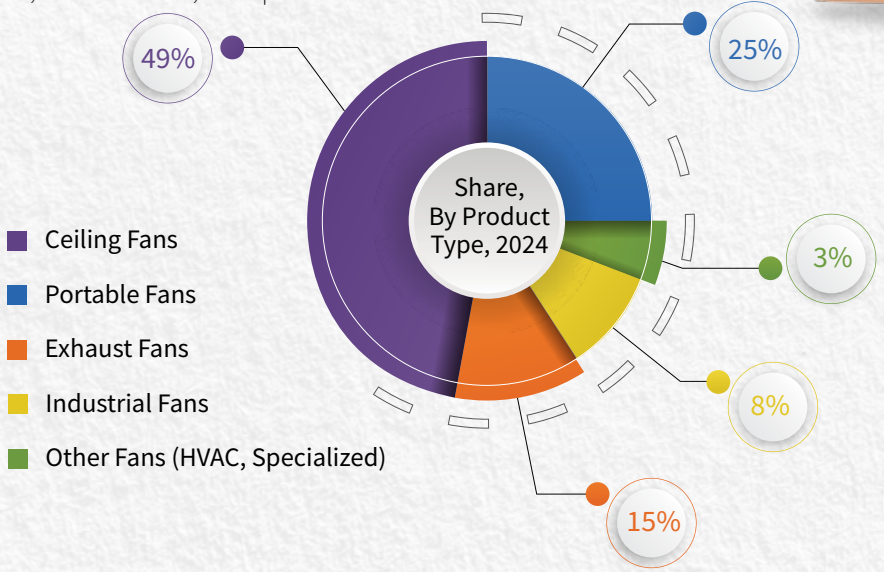
India has long been a manufacturer of standard ceiling fans, also referred to globally as "industrial ceiling fans." However, it's only in the past five years that Indian brands have begun aligning with international trends through:

- Energy-efficient fans with BLDC motors
- Fans with Reverse Rotation
- Fans with larger sweeps like 1300 mm (52"), matching international norms
- Fans with LED lighting and superior aesthetics
- Low-speed, low-noise performance
- Companies have also improved manufacturing infrastructure to scale production

India is now well-positioned to become the leading manufacturing hub for the global market.

By Product Type

The global fan market includes several product categories, each serving distinct customer needs and preferences. Ceiling fans continue to dominate due to their ability to circulate air effectively in large spaces. Portable fans come next, followed by exhaust fans, industrial fans, and specialized HVAC fans.



Ceiling Fans hold approximately 45–50% of the global market (by volume). They are dominant due to widespread use in residential settings, especially across Asia-Pacific, where they are a staple for cooling. The USA also commands a significant share in this category.

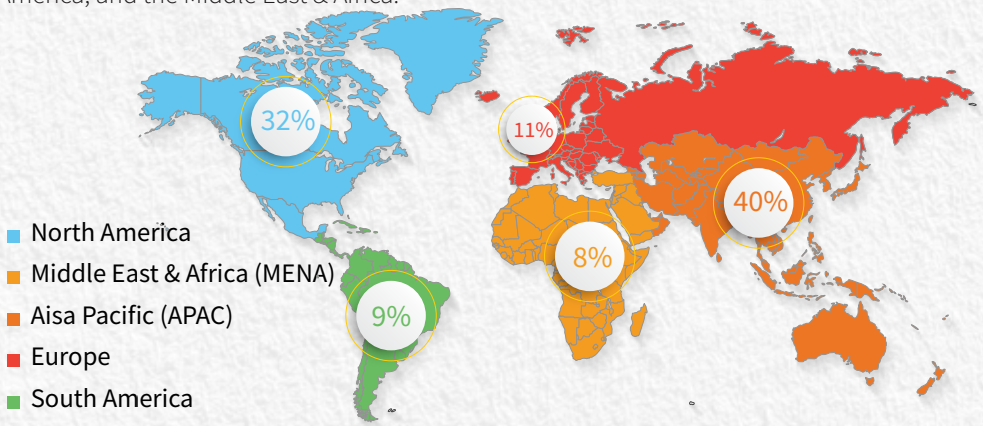
Pedestal Fans account for around 20–25% of the market. They are popular for their portability and versatility, with strong growth in both commercial and industrial applications. Recently, the USA has seen a rise in low-cost pedestal fans used for auxiliary cooling during the summer.

Wall Fans represent about 10–15% of the market. These fans are preferred in space-constrained urban settings and commercial spaces. They complement air-conditioned environments by enhancing overall cooling efficiency.

Top 5 Countries using Fans

Asia Pacific (APAC), being the most densely populated region, dominated the market in 2024, driven by high production and adoption of affordable fans in countries such as India, China, Indonesia, and Malaysia.

North America is the second-largest fan market globally, followed by Europe, South America, and the Middle East & Africa.



Exhaust Fans make up approximately 10–12% of the global market. Primarily used for ventilation in kitchens, bathrooms, and industrial setups, their adoption is growing rapidly in developing countries like India, where usage has historically been low.

Major countries and Segment Preferences:

India contributes around **60–70%** of domestic ceiling fan sales, with over **60 million** units sold annually. This demand is driven by the country's tropical climate and increasing rural electrification.

China also has a dominant ceiling fan market, with **30–40 million** units sold annually. Urban demand for smart ceiling fans is rising, and pedestal fans are also seeing increasing popularity.

The **USA** accounts for **50–60%** of ceiling fan sales, with **20–25 million** units sold annually. Most are reversible rotation models for energy savings during colder months.

Brazil is dominated mainly by ceiling and pedestal fans, with approximately **10–15 million** units sold annually, driven by a warm climate and expanding middle-class consumption.

Indonesia also has a large ceiling fan market, followed by wall fans. Around **8–12 million** units are sold annually, driven by tropical conditions and rapid urbanization.

Top 5 Brands in the USA:	Top 5 Brands in Europe:
1. Hunter Fan Company	1. Dyson (Bladeless and Premium Fans)
2. Emerson Electric Co.	2. Vornado
3. Westinghouse Electric Corporation	3. Rowenta
4. Minka Group (e.g., Casablanca)	4. Hunter Fan Company
5. Big Ass Fans	5. Philips

Top 3 Countries Exporting Fans China-India-Vietnam

Emerging Trends in the Global Market

Smart Fans: The integration of IoT, voice control (e.g., Alexa, Google Home), and app-based operation is on the rise, with 15–20% of new fan sales in 2024 expected to be smart models.

Energy Efficiency: The demand for energy-efficient fans—particularly those with BLDC motors—is increasing due to rising energy costs and environmental concerns. In India, star-rated ceiling fans are now mandatory.

Decorative Designs: Premium ceiling fans featuring lighting and modern aesthetics are becoming increasingly popular for home décor, contributing to a 10% sales boost in this segment since 2022.

Quiet Operation: As customer expectations evolve, there is a rising preference for silent or low-noise fans, especially in urban residential spaces where comfort and sound levels matter.

Sustainability: There is growing emphasis on eco-friendly materials and low-energy consumption, with BLDC fans gaining rapid adoption. This is expected to become a key focus in the coming years.

Replacement Demand: There is steady momentum in upgrading old fans to smart or energy-efficient alternatives, with this segment witnessing a 5–7% annual growth rate.

Conclusion:

The global electric fan industry is on a strong growth trajectory, propelled by climate-driven needs, technological advancement, and expanding demand in developing regions. Ceiling fans remain the dominant category, while pedestal fans continue to gain traction due to their flexibility. India and China lead in both consumption and manufacturing, while the USA and Europe focus on premium and smart fan trends. The top manufacturers reflect a healthy mix of mass-market and premium players—with India emerging as a key force in the global supply chain.

For this let's first thank TG Wilson and PH Trickey who invented the first BLDC motor in 1962. While a major technological revolution is happening in the ceiling fans product category only now the first usage of BLDC motors in other appliances such as computer cooling fans for motherboards, air conditioners, washing machines, vacuum cleaners and refrigerators started in the late 1990's and early 2000's.

BLDC Fans: A Technological Revolution

In the past 6 to 8 years, the Indian ceiling fan industry has undergone a tremendous transformation with the launch and growth of BLDC motors. This period marked the mainstream adoption of these offerings, largely driven by the demand for energy-efficient and value-driven solutions. The use of BLDC motors in ceiling fans is delivering significant energy savings to both consumers and the nation.

BLDC Motors: A Hot Proposition for Fans

BLDC (Brushless Direct Current) motor is energy-efficient and offers precise speed control making it an ideal choice today. It combines an electronic controller, electric motor and permanent magnets.

It consumes 50-60% less power as compared to a regular AC induction motor. For example, a conventional AC induction motor ceiling fan consumes 75 Watts while a BLDC motor ceiling fan consumes 28-35 Watts.

Key Benefits of BLDC Motor:

1. Energy Efficiency
2. Low Noise Operation
3. Longer Lifespan
4. Constant Speed Control at Low Voltages

Quick understanding of Technology/ Components

The power supply that we all get in our households is 220/230 Volts 50 Hz AC single phase. All appliances including induction motor ceiling fans are compatible to the above-mentioned configuration.

A BLDC (Brushless DC) Motor is an electric motor that operates on direct current (DC) power but does not use brushes to transfer electrical current to the rotor (the rotating part of the motor) unlike traditional DC motors. Instead electronic controllers manage the current flow to the motor windings generating a magnetic field to drive the rotor.

Below are the Major Components:

A. Stator/ Rotor:

- The stator is the stationary part of the motor, typically made of laminated steel sheets and wound with copper coils. It produces a rotating magnetic field when current is supplied to the windings.
- The rotor is the moving part of the motor usually made of permanent magnets. It interacts with the rotating magnetic field produced by the stator causing it to rotate.

B. Electronic Controller:

- The electronic controller replaces the traditional brushes and commutator used in conventional DC motors.
- The Electronic Controller is a key component of BLDC motors and is responsible for regulating the power supplied to the stator windings.
- Based on the remote signal the controller adjusts the frequency and voltage applied to the stator windings which in turn controls the fan speed.

One of the big advantages of BLDC fan is that its electronic circuitry allows various features like the remote control of speed possible with just marginal additional cost. Both the types Infra Red (IR) and Radio Frequency (RF) are equally popular.

IR is a kind of light that can't be seen with the naked eye but can be seen through a digital camera or a phone camera and RF uses radio waves.

Ceiling Fans Welcome BLDC Motors

The use of BLDC motors in ceiling fans began in the early 2000s as part of a global push towards more energy-efficient appliances. The transition to BLDC motors in ceiling fans started with affordable premium segment that targeted customers and markets looking for energy-efficient home appliances.

The proposition of saving energy and electricity bills along with making a smart compact motor was advocated. Soon we saw a new breed of uniquely designed and minimalist fans using BLDC motors.

Compliments must be given to the pioneers of BLDC ceiling fans in India, VERSA DRIVES, an innovative company from Coimbatore which launched SUPERFAN with BLDC technology. Then there were young engineers from IIT Mumbai who launched ATOMBERG ceiling fans exclusively using BLDC technology.

The leaders in the fan industry simultaneously saw the opportunity and contributed to production and promotion of different models of the segment.

Factors Supporting Increasing Adoption/ Growing Market Demand

- **Government Regulations:** The Indian government introduced the BEE (Bureau of Energy Efficiency) STAR RATING programme for ceiling fans where fans with BLDC motors could achieve a 5-star rating. There is a continuous push by Govt./Quasi Govt./Industries to replace old fans with the energy-efficient fans. Hence a big surge is expected in the power efficient BLDC fans.
- **Contribution of IFMA:** The apex fan industry body IFMA has been raising awareness about the benefits of electricity savings for consumers. Brands are also launching BLDC fans with unique decorative designs attracting customers with aesthetics as well as energy savings.
- **Customers' Acceptance of Savings Proposition:** The fan industry has not seen such a revolutionary technological change in decades unlike other home appliances such as TVs, Air Conditioners and Refrigerators where homeowners have accepted higher prices for upgraded models.
- **Better Designs/Styles to Suit Decor:** Now savings plus unique designs are continuously driving adoption. New BLDC fan designs are sleeker more stylish with improved airflow dynamics and better aerodynamic blade designs.
- **Auxiliary Benefits:** Most BLDC motor fans come with remote control for consistent speed regulation along with features such as Timer, Boost Mode and IoT enabled smart features.
- **Affordability/Capturing Mass Market:** As the technology matures and manufacturing processes improve the cost of BLDC ceiling fans are projected to be more affordable in near future. This shall enable BLDC fans with basic energy-saving features and regular designs to reach the masses.

Challenges in Adopting BLDC Motors in Ceiling Fans and How They Are Addressed:

The adoption of BLDC motors in ceiling fans particularly in a price-sensitive and growing market like India has faced several challenges over the years. These challenges span across material availability, cost, and technology. However, the industry has taken significant strides to overcome these barriers which has made BLDC fans more accessible and popular.

1. Material availability how it has been overcome:

- **Local Manufacturing of Magnet Rotor:** To reduce reliance on imports manufacturers have invested in local production facilities for key components like Magnet Rotors. This has helped reduce costs and mitigate supply chain disruptions.
- **Material Substitution and Efficiency:** Engineers have optimised designs to reduce the reliance on rare-earth elements by using alternative materials and improving the magnetisation process. Development of high-strength ferrite magnets have been used as an alternative to rare-earth magnets.

2. Cost Challenges:

Higher initial costs of BLDC fans generally lead to a higher upfront cost when compared to traditional AC motors. This is mainly due to:

- More complex controller circuitry and electronic components.
- The use of higher-quality permanent magnets and advanced motor design. It has been overcome by economies of scale and cost reduction through design optimization

Is BLDC Likely to Be a Success Beyond Ceiling Fans—Like in Portable Fans or Ventilation Fans?

Yes, BLDC motors have significant potential beyond ceiling fans, though the energy savings in this category are around 35%—lower than in ceiling fans. However, they offer key advantages such as higher speeds of 1500 RPM, enhanced air delivery, and a noise level of less than 57 dB, ensuring a quieter operation.

Additionally, BLDC portable fans maintain speed consistency even at lower voltages, outperforming traditional fans in efficiency. Another key benefit is the seamless integration of remote control functionality, a standard feature in BLDC technology, providing added convenience and ease of use.

Luxury Designer Fans: An Evolving Segment in India

It is estimated that over 2 million fans in this segment are presently sold & CAGR expected in the next 5 years is 25%.

The Indian fan market is witnessing a revolution as consumers move beyond conventional cooling solutions to embrace designer, luxury, and handcrafted fans that blend aesthetics with performance. Leading brands such as Fanzart, The Fan Studio, White Teak company and others are at the forefront of this transformation.

These unique fans focus on craftsmanship, material innovation, and architectural elegance, appealing to homeowners, interior designers, and luxury establishments looking for sophisticated decor solutions.

It is estimated that about 2% of the fan market in quantity is presently of luxury fans. For purposes of segmentation, the prices of these fans to customers is understood as ₹15,000/- per fan and above. The prices go up to few lakhs for each fan.

What sets them Apart?

1. Premium Material Innovation

Moving beyond traditional plastic and aluminum, these brands integrate exoticwood, solid brass, matte black steel, copper finishes, and leather-wrapped blades for a high-end feel. Certain fans also incorporate hand-painted blades, gold or bronze inlays, and carved embellishments, making each piece a work of art.

2. Luxury Architectural Appeal

These fans make interior design statements and have different finishes and elegant metallic accents, elevating the ambiance of premium homes, hotels, and commercial spaces. Ceiling fans with one to eight or even more blade leaves are available as required to suit the design grammar of the venue.

3. High-Performance, Whisper-Quiet Mechanisms

Mostly these fans use BLDC motors and advanced aerodynamic blade designs that maximize airflow while minimizing noise.

Some high-end models offer reversible motors, allowing users to push warm air down in winter, enhancing room comfort throughout the year.

4. Then there are Fandeliers (Fan + Chandelier) Models—or Fans with Integrated LED Lights

These fans often feature crystal-studded, LED-integrated, or antique glass finishes, making them ideal for luxury apartments, villas, and boutique hotels.

5. Handcrafted & Bespoke Designs in Wooden, Brass, and Metal Fans, often featuring Vintage, Victorian, or Industrial Designs.

Also inspired by traditional Indian motifs, European aesthetics, and steampunk influences, with custom finishes, blade materials, and motor designs to match their home decor style.

In just a decade, the number of luxury fan models available in India have crossed 200. Now there is a huge varity of luxury fans for the ultra-rich in India.

Crystals on the periphery add glitter and flamboyance in this unusual design matrix.

Fan with LED light with rubbed bronze finish and blades in ABS plastic

A fan with LED light and foldable blade for children's room.

A faithful reproduction of an antique model with 3 oscilating fans mounted on a centre LED fitted motor which revolves –thus spreading breeze all around.

Fan with 4 retractable fine acrylic transparent blades with a chandelier in the centre

High performance 2 blade fan with light grain natural wood blades to complement wood décor.

A 4 blade fan with sharp conical design motor with leather finish bottom cover—blades in antique silver

A custom-made fan with enamel hand-painted motor cover by a reputed artist – truly a collector's delight.

An old indian design of embossed carvings replicated on fan motor cover in antique silver finish and wooden blades.

Domestic Exhaust Fans: Enhancing Indoor Air Quality for Healthier Homes

The Unsung Hero of Indoor Air Quality

Exhaust Fans may not be the most glamorous appliances in a home but they play a crucial role in maintaining indoor air quality, reducing moisture, and preventing mold and bacteria buildup. As homes become more airtight due to modern construction, proper ventilation has become even more essential.

Did You Know?

Early homes in India relied on natural ventilation—large windows and open courtyards helped air circulation.

The Evolution of Domestic Exhaust Fans in India:

From Basic Ventilation to **Smart Technology**

1970's to 1990's

Basic **metallic exhaust fans** with high power consumption were common.

Mid 20th Century

The introduction of **mechanical exhaust fans** in the mid-20th century brought a revolutionary change in indoor air management.

2020's & Beyond

The rise of smart, **sensor-based exhaust fans** with automatic humidity detection, noise reduction, and energy-efficient BLDC motors.

2000's to 2010's

The shift to **plastic body exhaust fans** reduced weight and increased energy efficiency.

Did You Know?

A poorly ventilated home can have air pollution levels 2 to 5 times higher than outdoor air, according to the EPA.

Humidity Control & Mold Prevention

In Indian households, bathrooms and kitchens generate a high level of moisture.

Excess humidity leads to peeling paint, mold growth, and damage to wooden furniture.

Odour & Smoke Removal

Indian cooking involves spices, oils, and frying, which create strong odors and greasy air.

Kitchen exhaust fans help remove lingering smells and prevent grease from settling on walls.

Airborne Pollutant Reduction

Indoor air contains carbon monoxide, cooking fumes, and chemical vapors from household cleaners.

Exhaust fans remove these contaminants, keeping the air fresh and breathable.

The Future of Domestic Exhaust Fans in India

Smart Home Integration

AI-enabled exhaust fans that can sync with home automation systems.
Voice-controlled models compatible with Alexa & Google Assistant.

Sustainable & Eco-Friendly Materials

Shift towards recyclable plastic and biodegradable materials.
Solar-powered exhaust fans for energy conservation.

Advanced Filtration Technology

HEPA & activated carbon filters in exhaust fans for dust and pollutant removal.
Anti-bacterial coatings on blades for enhanced hygiene.

Domestic Exhaust fans used in kitchens and bathrooms is estimated to be Rs 1000 crore market. In volume terms it is about 1 crore fans.

The breakup of metal and plastic fans is 50/50 and is expected to grow at 11 % CAGR till 2030

Did You Know?

Indian kitchens can reach temperatures of 80°C (176°F) or more during peak summer cooking, making ventilation crucial for comfort.

HVLS Fans: This Is One Of the Recent Revolutions

In the late 1990's, William Fairbank, a professor, and Walter K. Boyd, founder of MacroAir Technologies, invented and patented a new type of circulator later called HVLS. The acronym stands for High Volume Low Speed. This type of fan was originally developed for agricultural applications, so early research focused on the benefits of HVLS fans in dairy production.

HVLS fans are a type of mechanical fan greater than 7 feet (2.1 meters) in diameter. These are generally ceiling fans, although some are pole-mounted. These fans move and distribute large amounts of air at low rotational speed—hence the name.

Typical applications for HVLS fans fall into two classifications—industrial and commercial. In commercial areas where ceiling heights are higher and more people are present, HVLS fans are preferred to enhance air circulation.

The increased air movement from ceiling fans can cost-effectively augment occupant comfort or prevent stratification in air-conditioned areas. Typical commercial applications include designated areas like airports, entrance foyers of shopping malls, temples, large conference halls, and schools.

In industrial applications, these fans are used for refrigerated warehouses or the manufacture of refrigerated or frozen food. Fans installed in warehouses and production areas help prevent heat stress, improve worker comfort, and enhance the productivity of both workers and livestock.

How HVLS Fans Work

HVLS fans work on the principle that cool moving air breaks up the moisture-saturated boundary layer surrounding the body and accelerates evaporation to produce a cooling effect. Ceiling fans produce a column of air as they turn. This column of air moves down and out along the floor. Called a horizontal floor jet, this deep wall of horizontal moving air is relative to the diameter of a fan, and to a lesser degree, the speed of a fan. Once the floor jet reaches its potential, it migrates outward until it meets a side wall or other vertical surface.

Mandir

We have in our country over 20 established manufacturers of these fans. The numbers are increasing with increasing demand.

Initially, these fans were finding place in industries, warehouses, airport lounges, railway platforms etc.

Now, the malls, temples and vast areas with high traffic are on target.

It is estimated to have CAGR of about 20% for next few years.

Church

Commercial HVLS fans differ from residential ceiling fans with regard to diameter, rotational speed, and performance. While some fans use contemporary blades to move air, other methods are being used to make it more efficient such as using aerofoil section in blades.

Larger diameter fans can move more air than smaller fans at the same speed. A turbulent, high velocity air jet dissipates very quickly. A large column of air, however, "travels" farther than a small one due to the friction between moving air and stationary air, which occurs at the periphery of the moving column.

Smaller high-speed fans of equivalent displacement are incapable of producing the same effect.

Next time you walk into an Airport or large temple and feel air breezing over your body without much noise, look up. You are most likely to find HVLS fan in motion.

Among industrial cooling and ventilation products, these type of exhaust fans are most widely used. With the industry growth this segment too is bound to grow.

Industrial Exhaust Fans: The Unsung Hero of Indoor Air Quality

The Industrial ventilation industry has a very wide variety of specialised products. Out of these only heavy duty exhaust fans in about 5 sizes is embraced by the domestic fan manufacturers. These are in sweep sizes of 300mm, 380 mm, 450 mm, 600mm and 900 mm. Some models are available in more than one speed option.

Industry Overview

Heavy-duty exhaust fans are essential in industries where managing heat, moisture, fumes, and airborne pollutants is vital. As industries continue to grow, there is a rising demand for durable, efficient exhaust fans that provide long-lasting performance. These fans are specifically designed to cater to environments that require high airflow and consistent operation, making them indispensable in large-scale industrial applications.

Applications of Heavy-Duty Exhaust Fans

Heavy-duty exhaust fans are widely utilized in various industries, including: manufacturing plants, agricultural set ups, warehouses, food processing units etc

This market offers wide range of models to cater to diverse industrial needs. These fans vary in power, airflow capacity, and design, providing solutions for both medium and large-scale applications. The key factors when selecting a fan include:

S.No.	Common Sweep Size (mm)	Phase (as pwe sweep)	Pole (as pwe sweep)	Air Delivery (CMH) (as per sweep)	Noise Level (as per sweep)
1	300	Single	4 or 6	1145-1710	54,56 dba
2	380	Single, Three	4 or 6	2000-3250	56,63 dba
3	450	Single, Three	4 or 6	3900-6000	63,65 dba
4	600	Single	6 Pole	9400	63,65 dba
5	900	Three	6 or 8 Pole	25200	68 dba

Key Features and Performance

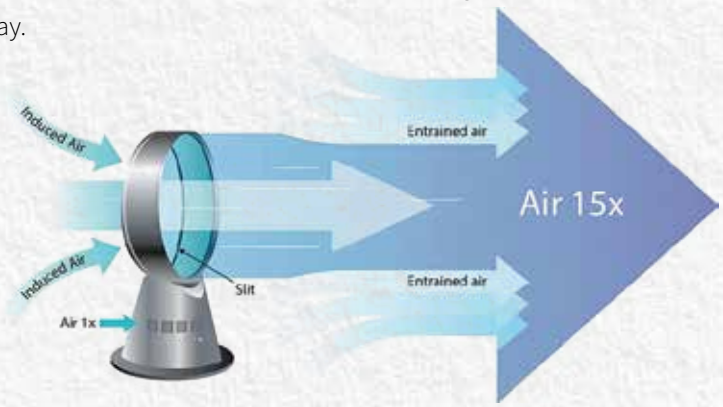
Heavy-duty exhaust fans are engineered to deliver optimal performance in demanding environments. Some of the key features that set these fans apart include:

- **High Airflow Capacity:** Designed to move large volumes of air, heavy-duty exhaust fans are optimized to handle high airflow demands in industrial settings.
- **Robust Construction:** They are designed to withstand the stresses of continuous operation in harsh industrial environments, providing a dependable solution for demanding applications.
- **Durability:** Many models feature anti-corrosive blades and bodies, making them suitable for harsh industrial settings where resistance to dust, moisture, and chemicals is essential.
- **Energy Efficiency:** These fans are built with highly efficient motors that not only provide reliable performance but also help reduce energy consumption and operating costs.

Bladeless Fans: A Technological Leap

When you think of a fan you probably think of three or more blades attached to a central spinning hub, producing a torrent of air. These blades are the ones which slice off the air from the surroundings and propel the air further.

A very interesting challenge to the designers has been to bring out a fan which gives air but without blades. Thanks to the pioneering design and concept of Dyson, we are having Bladeless Fans in various segments of fans – some using the same concept while other inventors have chosen their own way.



In 2009, British tech manufacturer Dyson released a product called the Air Multiplier – a fan that was quieter, more power-efficient and safer than others, and to top it all off, it didn't have any blades. It sounds like technological witchcraft. So how do bladeless fans work?

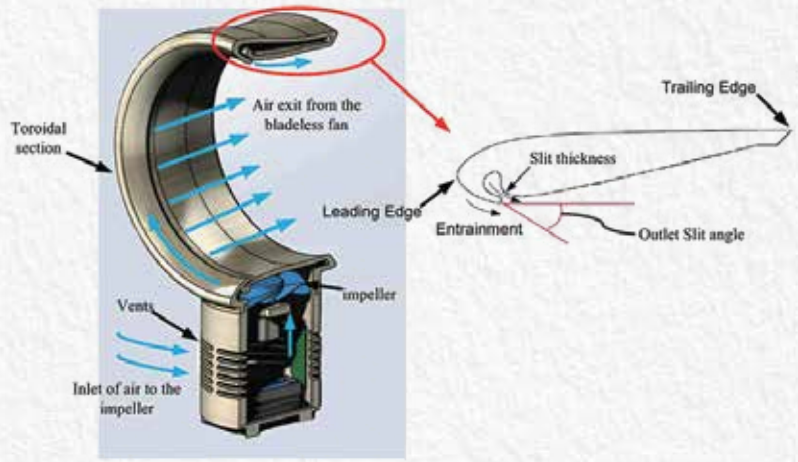
Bladeless fans work differently. Using a combination of clever physics and aerodynamics it "multiplies" the air it sucks in, so it uses less energy and generates less noise in the process.

It all starts with air entering through slits at the fan's base. A small brushless electric motor runs a tiny fan with asymmetrically aligned blades which pushes air through a set of stationary blades that smooth the airflow.

The air is directed up into the hoop-like tube at the top of the device where it's forced out of a narrow circular slit running around the hoop.

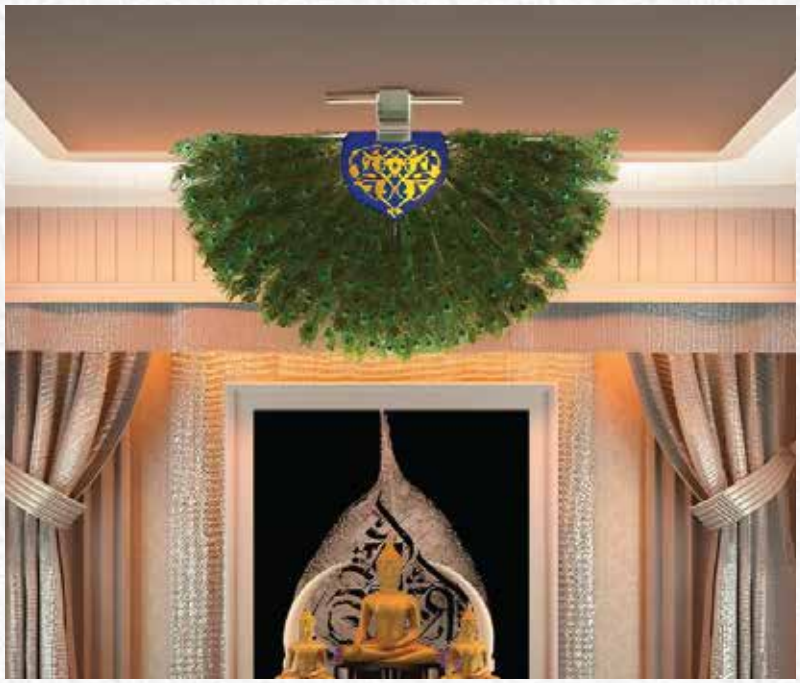
At the base of the hoop, the passage is wide. But it narrows near the top of the hoop, squeezing the air and accelerating it, just as water sprays faster out of a hose if you place your thumb over the end. This is the first point at which the air is multiplied.

Altogether, this allows the Air Multiplier to multiply its initial air intake by about 15 times.



The design and form of the Dyson or Dyson type fans have evolved beautifully into attractive forms –Circular, Oval, in vertical tower like form etc.

Punkah



THE PUNKAH is a ceiling fan with slow pendulum movements creating pleasant breeze. The drive is fully computer controlled, energy efficient and almost quiet. THE PEACOCK has a fan made of real peacock feathers with a span of up to two meters. The design is inspired by Indian culture.

There are some Ceiling Fan brands too which are Bladeless like Exhale and ONO. The interesting point is that the designers have added some more features like LED Lights, Air Purifier, Heaters to such fan.

Benefits of Bladeless Fans

Safety

No spinning blades that pose a risk of injury.

Easy Cleaning

No blades to disassemble and clean, making maintenance hassle-free

Quiet Operation

Quieter than traditional fans, producing less noise even at higher speeds.

Consistent Airflow

Steady and uninterrupted airflow, without the sensation of choppy or turbulent air.

This bladeless ceiling fan, draws air from above and disperses air at a wider angle the fan has LED and heater too.

The hubless design is the most distinctive feature with which the fan spins on electromagnetic rails. Electromagnets levitate and rotate the fan without touching the track to reduce awful noise from friction.

This fan uses the same effect that a flying saucer would if they existed! Called the Coanda effect, the fan blows a jet of air in all horizontal directions. Instead of shooting away straight, the air follows the curved surface. Without an exposed blade, it's much safer to use and quieter than other basic fans.

atomberg
"Why not?"

Atomberg: A name synonymous with innovation

2 IIT-ians. 1 profound question: Why Not? A decade later, we've changed the entire landscape of fans in India!

In 2012, fresh out of college, Manoj Meena and Sibabrata Das set out to revolutionize the world—by solving everyday problems through innovation and tech.

It all started with pioneering the use of BLDC motor technology in fans. Atomberg became the first brand to make energy-efficient BLDC fans widely available to Indian consumers. And we began helping households save up to 65% on electricity bills, while also enhancing convenience by adding remote-controlled and IoT-enabled features. All this, along with thoughtful design tailored to Indian homes and sensibilities.

But innovation doesn't come easy. We faced challenges, slow adoption, and skepticism.

So, we adapted—and in a category built by giants, we have established ourselves as the leading BLDC player, with 1 crore+ happy customers as our brand ambassadors.

Our fan portfolio continues to evolve—from introducing revolutionary sleek fans to silent ceiling fans with exceptional air delivery, and even lightweight BLDC pedestal fans. We've also grown a strong presence across exhaust fans and wall fans, all built with advanced BLDC technology.

Recently, Atomberg has expanded into categories like kitchen appliances with mixer grinders powered by intelligent motors, cold press juicers, and smart water purifiers that are disrupting and democratising the entire industry. We've even expanded to smart home security with our smart locks. And with more technologically advanced products in the pipeline, we'll continue doing what we do best: solving unseen customer problems.

What started as a passion project by two techies is now a well-loved Indian home appliance brand with ₹1,000 crore+ in revenue—and growing rapidly.

And the nerds at Atomberg are just getting started!


Silent Fans


Sleek Fans


Designer Fans


Classic Fans


Pedestal Fans


Wall Fans


Exhaust Fans

Our Journey

2012
Incubated at Society of Innovation & Entrepreneurship (SINE) in IIT Bombay

2015
Ventured into consumer durables by launching ceiling fans.

2016
Started Online Sales : became a B2C and D2C brand

2018
Entered offline retail market

2019
Sold 1 lakh fans & expanded to 150 cities

2022
Built India's largest BLDC manufacturing plant

2023
Ventured into smart home security category with smart locks

2024
Ventured into kitchen appliances category with mixer grinders

2025
Achieved ₹1,000+ crore in revenue

Awarded **"Best Energy Conservation Appliance of the Year 2022"** by Honourable President of India, Smt. Droupadi Murmu

India's largest BLDC plant

Sprawling manufacturing facility

High-tech assembly lines

Highly trained work force

Robust quality checks

BAJAJ
BUILT FOR LIFE

Rooted in Trust.
A Future of Innovation

Bajaj Electricals has grown quietly alongside India - step by step, home by home. From the beginning, our goal was simple - to bring light, comfort and reliability into everyday life. Over time, this goal has grown into a promise to support the country's progress with honest work, innovation and durability.

Bajaj Fans has been part of this journey from the start. As one of the founding members of the Indian Fan Manufacturers' Association, we have helped shape the way the industry thinks about quality, energy use and long-term value. Our products, built for longevity and performance, have become an integral part of households and businesses across the country.

Now, as India becomes a stronger voice in global manufacturing, we see new paths opening. Our work remains grounded in superior craftsmanship, ethical business practices and sustainable solutions. These will not only fuel our expansion but also reinforce India's position as a leader in quality engineering.

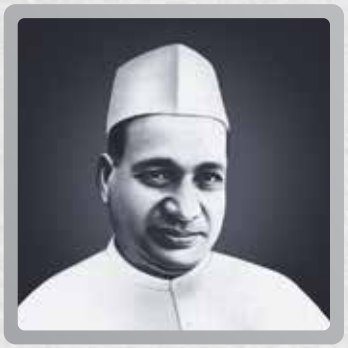
Growth, to us, is meaningful only when it uplifts communities. As we move forward, we remain committed to innovation, integrity and the millions who trust Bajaj. Together, we will continue to shape the future.

Shekhar Bajaj
Chairman, Bajaj Electricals Limited

Bajaj Electricals is sailing the winds of change by sticking to the core values of trust, focus, integrity and quality.

Scan to Explore More

History isn't created overnight. Enterprises aren't built in a day. It takes a visionary to lead a movement that profits the nation.



Jamnalal Bajaj

The founder of the Bajaj Group of Companies, Shri Jamnalal Bajaj became an entrepreneur at the tender age of 11.

1938

Bajaj Electricals was first registered as Radio Lamp Works Ltd. in 1938 in Lahore.

1958

In 1958, Bajaj Electricals became the sole selling agent for Kassels Fans, manufactured by Matchwell Electricals (India) Ltd.

1960

Radio Lamp Works Ltd. was renamed as Bajaj Electricals with a new name, identity and renewed purpose.

1962

Bajaj Electricals built India's first indigenous astronomical telescope, unveiled at Jantar Mantar by Shri Lal Bahadur Shastri.

1963

25-years milestone marked by the launch of dealer meets, strengthening lifelong dealer relationships.

1977

Bajaj Electricals leads the way with consumer meets, driving ideas, feedback, and transparency.

1980

Shri Shekhar Bajaj joins as Chief Executive and, as Chairman since 1994, has shaped Bajaj into a trusted household name and a leader across industries.

2001

Bajaj Electricals partnered with G. D. Midea Holding Co. Ltd., one of China's largest appliance makers, to market Midea TPW fans.

2012

Shri Anant Bajaj was appointed as Joint Managing Director of Bajaj Electricals.

2014

Established AB Square: Bajaj Electricals' state-of-the-art R&D centre, honouring Anant Bajaj's legacy of innovation.

2022

In 2022, Bajaj repositioned as 'Built for Life', reflecting the enduring spirit of Indian consumers.

2022

Established in 1998, Bajaj's manufacturing facilities were revamped in 2022 with an ultra-modern paint shop and exclusive BLDC line.

2023

Bajaj Electricals introduced Nex in 2023, a premium range of high-performance, tech-driven fans and appliances

BAJAJ
BUILT FOR LIFE

Inspired by the consumer's spirit to endure

BAJAJ is now Built for Life

With a storied legacy spanning decades, BAJAJ has garnered trust and admiration worldwide for its unwavering focus on quality and innovation. The "Built For Life" promise encapsulates BAJAJ's dedication to engineering appliances that not only excel in efficiency but also withstand the rigors of everyday use, ensuring longevity and peace of mind for consumers.

BAJAJ's "Built For Life" ethos is a promise to consumers - one that reflects resilience, quality, and a lasting experience. It goes beyond functionality, delivering a "day 1 like feeling" year after year.

Scan to watch the films

Robust product portfolio including Ceiling Fans, Table, Pedestal and Wall Fans, Personal and Lifestyle Range, Domestic and Industrial Exhaust Fans

700+ distributors

Catering to ~2 lakhs retail outlets

Servicing 19,300+ pin-codes pan India

Recognised for award winning products and brand campaigns

Available across online and modern, regional retail formats, as well as cater to various Govt. establishments and corporate institutions

Revolutionising Home Appliances in India

Nex - The performance-backed premium brand

Launched with a bold vision to merge cutting-edge technology with thoughtful design, Nex - A Bajaj Brand is here to elevate everyday living for its consumers. At Nex, we're not just redefining performance; we're reimagining the everyday. Our mission is to bring a seamless blend of innovation, efficiency, and elegance into your daily life.

What truly sets Nex apart is its uncompromising commitment to excellence in both design and performance. With sleek, modern aesthetics that effortlessly blend into any living space and smart technology at its core, Nex fans and coolers are engineered to enhance your core experience. Nex understands the science of air. From aerodynamically sculpted blades to innovative airflow designs, every element is crafted to deliver higher air thrust and superior performance.

Crompton

In a fast-paced market where consumer needs are continuously evolving, we strive to stay ahead of the curve with cutting-edge innovations and smart solutions that shape the future of the ECD industry. At Crompton, we are leading this transformation through #TechWithHeart, a philosophy that drives us to innovate in ways that matter most to our consumers- by improving energy efficiency, enhancing comfort and performance, and contributing to a more sustainable future.

Promeet Ghosh
MD and CEO

85+ Years
TRUST & LEGACY

India's No.1 Fans' Brand

3,000+ Employees	***10 Cr + Households***	***314,000+ Retailers***

With a legacy spanning over 85+ years, we are a leading consumer durables & lighting brand managed by proficient industry experts. Our commitment towards enhancing the life of every consumer with modern & trustworthy solutions has established us as a winning brand in the industry. As leaders actively shaping the landscape of consumer durables, our mission remains steadfast: to enrich lives through innovative, high-quality, and sustainable solutions for generations to come.

Innovation driven by R&D and Consumer Research

For more than 8 decades, Crompton is known for trust, reliability and durability of its fans and is crowned as the pioneer in fan motor technology. We leverage our robust R&D processes and capabilities, which are further enhanced by our close consumer connect - to offer superior technology based lifestyle solutions.

Innovation over the years

2016

Anti-Dust fans:

Fans with Dust-resistant Nano technology paint for hassle free cleaning and 50% less dust.

2017

Air 360 fans:

Aerodynamic blades with Anti-drag design for smoother air flow and 50% more coverage.

2018

VSense fans:

Fans with Smart Sensor technology which rotates at High Speed in low voltage conditions.

2019

Duratech fans:

Fans with premium components & 5-year warranty designed to deliver superlative performance.

2020

Energion fans:

Energy Efficient fans with ActivBLDC motor that save up to 50% Electricity costs

2020

SilentPro fans:

Elite range of fans with aerodynamic ABS body with Silent Operation & Energy Efficient ActivBLDC motor.

2021

Smart fans:

Fans that are operated using mobile application, voice control devices and remote.

2023

Active Power Technology:

Energy Efficient fans with Active Power Induction motor that consume up to 33% less Electricity.

2025

X Tech:

5 Star Induction technology platform

2025

Nucleus:

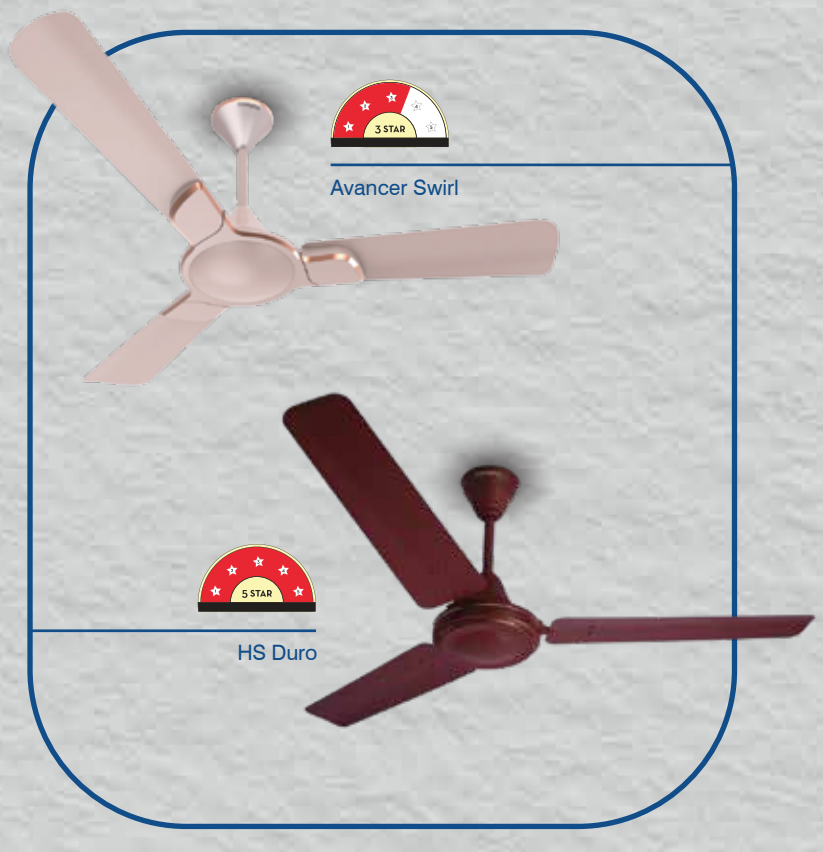
Efficient, Reliable and feature driven BLDC platform

Nucleus and X Tech

During FY 2024-25, our R&D expenditure surpassed 100 crores. We significantly increased our R&D team size to over 200 experts, to consistently foster consumer need-led innovations that drive better consumer experience in existing categories and build unique first-time solutions. With the development of platforms like NUCLEUS, an inhouse advanced **BLDC platform and XTECH,** the next generation induction motor platform, we are setting new industry benchmarks for performance, energy efficiency and reliability. It also reiterates our focus on ***'Made in India, Built for the World'*** – enabling us to develop products indigenously, that meet the unique needs of the Indian market while also being scalable for the global market. These products not only meet consumer expectations for high performance and energy savings but also keep sustainability at its core.

TECH
FROM CLASSIC TO CUTTING EDGE

NUCLEUS



Sustainability

Crompton's commitment to sustainability is inculcated across every aspect of our business. We have ensured regulatory compliance ahead of time by developing products that adhere to BEE and BIS guidelines. We are also proud to be one of the few Indian companies included in the DJSI Household Durable Index, with a score of 62 (well above the industry average of 34 and 3rd rank in the sector), for our sustainability performance.

Crompton

Award Winning Designs

Crompton fans are a work of art in themselves for which we have received several best in class **international design awards.**

Crompton

Sculpted Not Made

FluidoWave is a masterpiece of seamless curves and dynamic movement. With a unibody finish and a sculpted form that blends effortlessly into contemporary spaces, this fan doesn't just move air—it makes a statement.

Enjoy Uninterrupted Comfort with 2X more silence*

FluidoWave is engineered to deliver a noise-free experience, letting you focus on what matters—be it work, relaxation, or quality time with family.

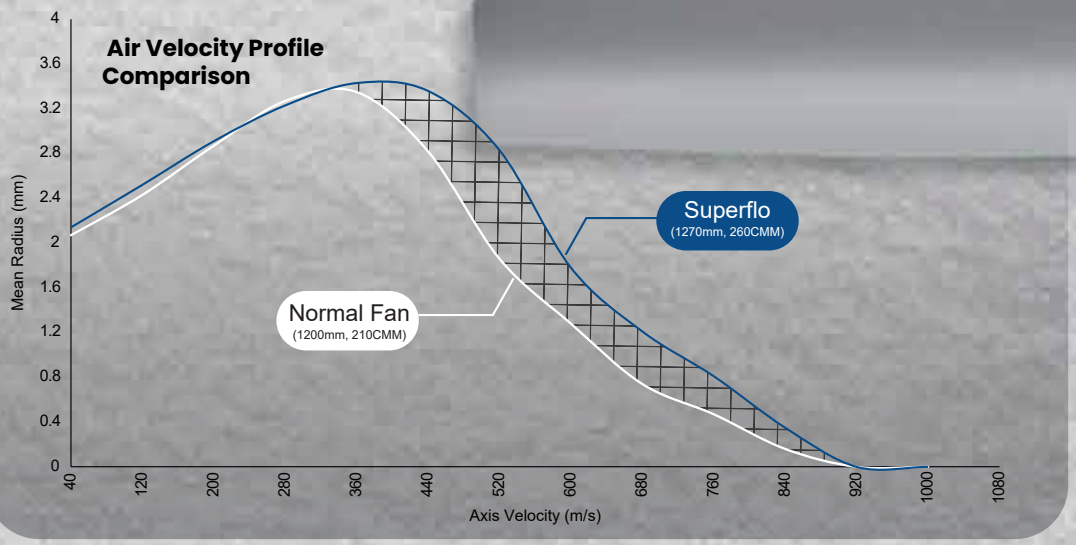
*Most regular Ceiling fans operate at 64db. Every increase of 10db in noise level is perceived to be twice as loud. SilentPro series operates within a range of 52 db-56db level, making it twice as silent as it's conventional counterparts.

Introducing Superflo

India's Highest Air Delivery Fan*

260 CMM | 25% MORE AIR

Superflo Powered by TURBOBOOST TECHNOLOGY



UP TO 25% MORE AIR VELOCITY AT OPERATING ZONE*

Higher air velocity enhance air comfort by facilitating more cooling and promoting better air circulation.

10%+ ACTIVE BLADE SURFACE AREA**

Increased active blade surface area enhances air delivery and overall comfort.

10%

*Delivers up to 25% higher air velocity within a diameter range of 800mm to 1600mm from the centre of the fan, compared to a Crompton ceiling fan with an air delivery of 210 CMM.
*10% more active blade surface area compared to a Crompton ceiling fan with an air delivery of 210 CMM.

Celebrating Legacy, Leadership and Trust

The fan industry in India is undergoing a remarkable transformation. Today's consumers demand more than just airflow — they seek design, energy efficiency, smart connectivity, and sustainability. The shift toward BLDC motors, IoT-enabled fans and personalized aesthetics signals the dawn of a new era.

At the forefront of this transformation stands Crompton, a brand built on decades of trust, innovation and consumer loyalty. Our commitment to quality and reliability has made us a household name. Through pioneering innovations like Anti-Dust technology, Silent Operation, High-Speed performance, Duratech durability, latest Nucleus BLDC and XTech Induction motor platforms, 5 Star Induction Fans and others, Crompton continues to shape the future of comfort.

We celebrate not only our legacy but also our dynamic leadership that drives the change by blending cutting-edge technology with deep consumer insight. Crompton remains a torchbearer of progress - offering solutions that are not only smart and responsible but truly enriching life for generations.

As the Indian Fan Manufacturers Association (IFMA) marks its 75th year, we celebrate a journey of unity, innovation and industry wide impact. Crompton over these past 75 years has been proudly associated with IFMA on several revolutionary initiatives including BEE and BIS regulation coordination, ensuring smooth industry transitions. Through strong partnerships and responsible leadership, Crompton continues to help shape a brighter and smarter future for entire industry.

Rajat Chopra
Business Head - Home Electricals & Pumps

HAVELLS

MAKING A DIFFERENCE

Innovating Today. Elevating Tomorrow.

Havells is redefining modern living with innovative solutions that enrich everyday life. With deep consumer insight, the company has established a strong presence across every corner of the home thereby creating spaces that are comfortable, stylish and future-ready. Our portfolio includes trusted power brands like **Havells, Crabtree, Lloyd, REO, Havells Studio, and Standard,** each crafted to meet today's evolving needs. In line with the 'Make in India' vision, 90% of Havells products are proudly manufactured in-house across 16 advanced facilities in India.

A Legacy of Innovation

Havells entered the electric fan segment in 2003 with a manufacturing unit in Noida, a visionary move by Founder Chairman QRG that laid the foundation for a remarkable growth story. Driven by a commitment to quality and innovation, the company expanded to a cutting-edge facility in Haridwar. Equipped with world-class technology, automated processes, CNC machine and stringent quality controls, the new plant focused on delivering high-performance, design-forward, and energy-efficient fan solutions. At the heart of this journey lies an unwavering commitment to quality, innovation and excellence with a vision synonymous with Havells. From humble beginnings to becoming a leading name in the fan industry, the company continues to raise the bar with products that blend aesthetic appeal, advanced technology, and sustainable performance.

Research & Development

The heart of Havells' product innovation is the seamless synergy between the **Customer Experience & Design (CXD) Studio** and the **Centre for Research & Innovation (CRI).** While the CXD Studio brings creativity and user-centric design to life, the CRI, backed by advanced R&D centres ensures that every product is functionally superior and visually compelling. These facilities are based out of Noida, UP and Bangalore. The company has received over 900 design and patent registrations.

Havells Brand Galaxies: A Retail Experience Like No Other

Pioneering a visionary approach in the electrical industry, Havells was the first to introduce the concept of **Exclusive Brand Galaxies,** a distinctive retail format designed to showcase its entire product portfolio under one roof. With over 1500+ such stores across the country, these experiential spaces redefine how customers engage with the brand, offering a seamless blend of innovation, design and convenience.

Taking this vision further, Havells introduced the **Fan Smart Hub, India's first exclusive fan store.** Crafted to elevate customer engagement, it offers a dynamic showcase of next-gen fan technology, setting a new benchmark in experiential retail.

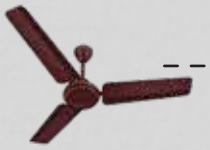
HAVELLS Fan Smart Hub

Milestones

2003
Dual Tone Metallic Ceiling fan
Fusion

2004
Electroplated Finish
Yorker

2005
5 Star Rated Induction Ceiling Fan
(Awarded 5 times)
ES 50



2006
Wood Finish
Woodster

2010
40-Watt Induction Ceiling Fan
(Awarded 2 times)
ES 40

2015
8 Blade Ceiling Fan
Octet

2016
Most Energy Efficient BLDC
Ceiling Fan with power
consumption of 26 Watt
Efficiencia Neo

2017
In–Mold Design
Enticer Art

Most Silent Fan
Stealth Air

2019
Fan With Air Purifier
PURO AIR

2022
Pedestal Fan
with Ambience Light
Aindrila Premium

Italian Design 4-Blade
Non-Rivet BLDC Ceiling Fan
Amaya

2023
Direct VOICE Command
BLDC Ceiling Fan
Stealth Air Voice

2025
ALL WEATHER with Heater
BLDC Ceiling Fan
Florette Underlight All Weather

Awards & Recognitions

2017

India Design Mark Award for Enticer

2018

CII Design Excellence Award & India Design Mark Award for Stealth Air

2021

Awarded as **Most Energy Efficient Appliance, 2021 - National Energy Conservation Award** Ceiling Fan - Efficiencia Neo by Bureau of Energy Efficiency, Ministry of Power, India

2023

Product of the The Year Award for Amaya

India Design Mark Award for Stealth Neo

Good Design award, Japan for Amaya

Top 50 Best Indian Brands - Havells

Marketing Excellence Award for Hawa Badlegi

2024

Product of the The Year Award for Albus Underlight

India Design Mark Award for Elio series

German Design Award for Amaya

Best Advertising Award for Ganpati Hoarding

2025

German Design Award for Stealth Neo

Products Beyond Excellence

With advanced R&D at its core, Havells continues to lead with futuristic innovations that seamlessly blend premium aesthetics and high-end functionality. The BLDC+ range of ceiling fans stands out with **up to 65%* energy savings, paired with exceptional design and smart technology.** Beyond ceiling fans, Havells also offers a unique selection of portable fans, including the ambient-lit Pedestal Fan.

The + Factor: Havells BLDC+ Fans

Direct Voice Command

AI-powered voice control without internet. Simply say “Hello Havells” to operate fan functions.

Model: Stealth Air Voice 2.0

Smart Sense

AI-enabled speed control by sensing room temperature and humidity.

Model: Albus Smart Sense Underlight

IOT

Operate your fan remotely via the Havells One app, Google Assistant, or Alexa.

Model: Momenta Underlight

All Weather Fan

India’s first fan with an in-built PTC heater for cozy winters.

Model: Florette Underlight All Weather Fan

Dual LED Underlight

The industry’s only fan with independently controlled dual underlights.

Model: Crista Underlight

Remote & Regulator Compatible

Dual-control operation through both remote and wall regulator.

Model: Elio Plus R & R

*Energy saving as compared with conventional non star rated fans.

Aesthetic Masterpieces

Transparent circular trim with meditative chakra-inspired LED lighting.
Model: Cera Underlight

Phantom motor with a signature star pattern along the blades.
Model: Inveno LX

Interactive LED Display: Real-time display of fan speed and modes for a tech-forward experience.
Model: Epic Signia

Sustainability

Havells is committed to sustainability across every aspect of its operations. From **eco-friendly manufacturing processes to energy-efficient product design,** we contribute to a greener, more sustainable future.

LAZER
SIMPLIFY LIVING

AKHIL JAIN

Our visionary director and the driving force behind Lazer, believes in building not just a brand, but a legacy. Under his leadership, Lazer has evolved from a singular ambition into a nationally recognized brand.

OUR JOURNEY

1985
Pioneered the development of India's first heat convector.

1983
Inception of Vardhman Appliances with the establishment of the first manufacturing facility in Delhi, specializing in kitchen fans.

2001
Launched a comprehensive range of products under the 'Lazer' brand, marking a significant stride in marketing and trading.

OVER 4,000 PROFESSIONALS EMPLOYED

A diverse and skilled team drives product development innovation and operational efficiency.

2015
Developed an in-house mould and press shop to enhance manufacturing capabilities.

2018
Launch of gas stoves, in-out fans, and dust-proof fans.

2020
Established a new manufacturing facility at Kundli, focusing on ceiling fans, LED fans, and induction cooktops.

2023
Set up a state-of-the-art die casting, PTFE coating, and anodizing unit.

2024
Lazer Fans launches its most efficient fan range aligned with BEE standards.

THE LAZER EDGE

NATIONAL MARKET PRESENCE	SKILLED WORKFORCE	DIGITAL BACKBONE	UNCOMPROMISING QUALITY	MANUFACTURING STRENGTH	DESIGN & R&D CAPABILITY
250+ DISTRIBUTORS AND 10,000+ RETAILERS ACROSS INDIA Ensuring deep penetration across Tier I to Tier IV markets, supported by a strong B2B client base and partnerships with top Indian brands	OVER 4,000 PROFESSIONALS EMPLOYED A diverse and skilled team drives product development innovation and operational efficiency.	BACKED BY ADVANCED IT SYSTEM, ERP AND CRM PLATFORMS Diverse data-led decision making, inventory, management, and customer service excellence.	FIRST IN INDIA TO RECEIVE INTERNATIONAL QUALITY CERTIFICATION An ISO 9001 & BIS-certified company, with rigorous quality control embedded into every stage of production.	8 STATE-OF-THE-ART MANUFACTURING PLANTS Spanning over 6 lakh sq. ft. across Delhi, Baddi, and Kundli, ensuring scale, consistency, and operational excellence.	A dedicated in-house R&D team constantly innovating in product design, energy efficiency, and user-centric features tailored for Indian conditions

DRIVEN BY PURPOSE.
DEFINED BY PRINCIPLES.

At Lazer, with our goal to "simplify living' we do not just create fans— we craft solutions that deliver comfort, reliability, and trust to every Indian home.

Our journey is fueled by a vision to lead the way in electrical solutions, offering innovative, high-performance products supported by backward integration for competitive pricing. We achieve this through ethical practices, strong partnerships, and a commitment to customer satisfaction.

At the heart of Lazer fans lies a commitment to innovation, ethical practices, and performance-driven design, delivering fans that don't just work well, but work well for years.

FROM A MODEST SPARK TO A TRUSTED CURRENT

THE STORY OF LAZER FANS

From a humble beginning in 1983, the Vardhman Group set out with a clear goal - to manufacture quality electrical appliances that were accessible, dependable, and truly made for India. With time, this ambition evolved into an integrated, high-performance ecosystem rooted in manufacturing excellence and cost efficiency.

Out of this foundation, in 2001, emerged Lazer - a brand designed to reflect the aspirations of a changing India. What started as a focused product offering quickly transformed into a flagship identity, built on three enduring principles: performance, accessibility, and long - term value.

Over the decades, Lazer Fans has grown quietly but decisively — home by home, city by city — becoming one of India's most trusted names in electrical comfort. Now, as India advances on the global design and manufacturing stage, Lazer is not just keeping pace—it's helping drive that progress. With investments in R&D, energy-efficient technologies, and industrial design, we create fans that meet today's needs while anticipating tomorrow's standards.

At its core, Lazer Fans is powered by the same values that shaped it from day one: reliability, responsibility, and a deep understanding of the people we serve. And with the rotation of every blade, we remain focused on what matters most—not just moving air, but moving India forward.

REDEFINING COMFORT. REINVENTING DESIGN

LAZER'S NEW DECORATIVE CEILING FANS WITH BLDC TECHNOLOGY

As homes evolve, so do expectations from the everyday essentials. At Lazer, innovation is not just about what's next—it's about making everyday life smarter, quieter, and more refined. Our latest collection of decorative ceiling fans with BLDC technology is built to do just that. Crafted with precision and backed by our integrated manufacturing strength, these fans deliver not just airflow, but an experience. From dynamic LED lighting and remote convenience to energy ratings aligned with the latest BEE standards, Lazer's premium range brings together performance, design, and sustainability.

DESIGNED FOR THE HOMES OF TOMORROW

- ***Up to 50% energy saving***
- ***Works on low voltage***
- ***Aerodynamic & slim design***

Powered by BLDC Technology

With this new decorative BLDC range, Lazer reaffirms its commitment to creating fans that are built for performance, designed for comfort, and styled for the evolving Indian home.











LUKER®
JV LUKER USA

Brightening the Future of the Fan Industry

At Luker, we envision redefining the Indian fan industry by combining cutting-edge technology with energy efficiency and superior design. Our goal is to establish Luker as a brand synonymous with innovation, sustainability, and performance, setting new benchmarks in air delivery and power savings.

With a strong R&D foundation and a commitment to the 'Make in India' initiative, we are developing fans that cater to the evolving needs of not only Indian but Global consumers—smart, efficient, and aesthetically appealing. As we expand our footprint in the fan market, our focus remains on providing high-quality, reliable solutions that stand out from legacy brands. Luker is not just about selling fans; it's about pioneering the future of air movement technology in India.

Jothish Kumar V, Managing Director - **Luker Electric Technologies Pvt. Ltd.**

Mission

Connecting, Innovating, and Empowering

At Luker, our products serve the global community by offering connected solutions that enhance well-being. We blend informatics with cutting-edge technology, providing real-time smart guidance. Luker leads the way with technology driven products, promoting energy-efficient alternatives to traditional fans and related products. Our collaborative efforts with industry experts result in integrated solutions, from induction fans to energy-efficient BLDC fans with high-air delivery, which are safe, efficient, and reliable.

Vision

A Healthier, More Sustainable World

At Luker, we unite to innovate, striving to enhance the lives of billions worldwide. Our global reach, profound insights, and pioneering innovations position us as global creators of electrical products

LUKER®
JV LUKER USA

Certifications: With ISI, BIS, ISO 14001, BEE and CE, Luker's commitment to quality and innovation positions us to achieve 1000 Cr turnover in next three years.

Luker's Tenets: On Technology, Innovation & Sustainability

- **Smart Energy-Efficient Technology**

Luker integrates cutting-edge technology into its fans, ensuring higher air delivery with minimal power consumption. Our energy-efficient solutions align with India's sustainability goals, offering superior performance without compromising on eco-friendliness.

- **Sustainable Manufacturing & Green Commitment**

With an advanced 1,85,000 sq. ft. manufacturing unit under the 'Make in India' initiative, Luker prioritizes sustainable production practices. We incorporate ISO 9001,BIS & BEE-certified processes, ensuring reduced carbon footprints and eco-conscious product lifecycles.

- **Innovative Design & Engineering Excellence**

Backed by a dedicated R&D team, Luker's fans feature aerodynamic blade designs and advanced BLDC technology. Our approach combines mechanical precision with electronics and software engineering to deliver smarter, more durable, and aesthetically superior products.

- **Government & Industry Recognition**

Luker is among the select few brands with BIS certification, enabling us to participate in central and state tenders. Our fans meet the highest safety, efficiency, and durability standards, positioning us as a trusted partner for public and private sector projects.

- **Robust Market Presence & Future Growth**

With a strong distribution network across India and an expanding global footprint, Luker is poised to add value to the ₹1,10,000 crore+ fan industry. Our commitment to innovation and sustainability ensures that we stand apart from legacy brands, offering next-gen solutions for evolving consumer needs.

Luker Factory – Outside View

A state-of-the-art manufacturing facility spanning 1,85,000 sq. ft., designed for precision engineering and high-efficiency production under stringent quality controls. The plant embodies Luker's commitment to innovation, sustainability, and the 'Make in India' vision.

Luker Factory – Inside View

A technologically advanced workspace integrating automation, lean manufacturing principles, and real-time monitoring systems to ensure seamless production flow and superior product quality across all categories.

Luker Fan Assembly & Manufacturing Unit

A high-tech assembly line featuring robotic precision, automated balancing systems, and multi-stage testing protocols to deliver aerodynamically optimized, energy-efficient fans engineered for peak performance and durability.

orient electric

TIMELESS TRUST. 70 YEARS AND COUNTING

For over 70 years, Orient Electric has been an integral part of Indian households. As part of the USD 3 billion CK Birla Group, Orient Electric started its journey as a fan's brand and has grown into a name trusted by generations. With craftsmanship at its core and innovation in its DNA, the brand continues to carry forward a legacy built on quality, credibility, and purpose.

Driven by a future-forward mindset and a design-first approach, today, Orient Electric stands as a lifestyle brand with a diverse portfolio spanning fans, lighting, home appliances, switches, switchgear, and wires.

VISION

Spreading happiness by smart application of technology

MISSION

We are a leading Indian Electrical brand with a significant global presence. We are focused on making customers happy by consistently providing smart electrical solutions through innovation

VALUES

• Excellence • Integrity • Collaboration • Care • Trust

Ravindra Singh Negi
MD & CEO, Orient Electric

The Indian fan industry is undergoing a structural transformation, moving from utility-driven to a lifestyle-led approach. As consumer expectations evolve, fans are no longer just about being cooling appliances - they're about energy efficiency, smart functionality, and aesthetic harmony with contemporary living spaces.

At Orient Electric, we're not simply adapting to this change—we're driving it forward.

From expanding our design-first innovation thinking to scaling capacity at our state-of-the-art facility in Hyderabad, we're building agility, precision, and consumer-centricity into every layer of our operations.

We're listening closely to what our consumers want, with their voice at the core of every strategic decision we make. We're moving fast—launching next generation, aesthetically superior BLDC fans, which offer super silent performance with smart voice control, in bold, vibrant colours.

Our vision is clear - to lead this new era by redefining comfort, setting new design benchmarks, and offering future-ready solutions that resonate with the aspirations of modern Indian households.

THE INDUSTRY PIONEER

1965

Introduced Die-Cast Rotor
Pioneered the die-casting of rotors and fan body covers in ceiling fans, ensuring unmatched durability and superior finish

2007

Launched Tornado Pedestal, high-speed fan in the TPW category, built to deliver powerful airflow like never before

2014

Adopted energy - efficient BLDC motors, setting new benchmarks in power savings

2019

Unveiled AeroSlim, IoT-enabled fan, combining cutting-edge technology with modern aesthetics for connected living

1990

Unveiled PSPO (Peak Speed Performance Output) motor technology Engineered to deliver consistent, high-speed performance even at low voltage

Arre ye PSPO nahi jaante?

2011

Revealed Spectra, indigenous underlight fan designed to enhance interiors with form & function

2016

Launched Aeroquiet, aerodynamically designed ABS glass-filled blade fan

POWERING THE ASPIRATIONS OF MODERN INDIA

Modern Indian homes are evolving—from spaces of shelter to expressions of identity, comfort, and purpose. With changing lifestyles, rising design sensibilities, and a growing preference for smart and energy-efficient solutions, today's homes demand more from every corner. Consumers seek products that not only perform flawlessly but also align with their aesthetic and sustainable values.

Orient Electric is responding to this shift by integrating advanced features, contemporary design sensibilities, and smart technology across its product portfolio, ensuring our offerings are not just functional, but future-ready too. From launching IoT-enabled fans to expanding our omnichannel presence and strengthening after-sales service, we are focused on delivering thoughtfully engineered products that elevate everyday living.

Premiumisation with Purpose

Orient Electric has strategically responded to the rising demand for premium and energy-efficient fans that go beyond utility, complementing their evolving lifestyles, and seamlessly integrating into modern, design-conscious living spaces.

Future-ready Tech, Powered by BLDC

Orient Electric is leading the transition towards energy - efficient solutions with its extensive portfolio of BLDC fans, engineered to deliver high - performance airflow while ensuring whisper-quiet operation.

Sustained Investment In R&D

R&D is the lifeblood of Orient Electric's long-term growth strategy. The company continues to invest in developing products that offer differentiated value.

A STATEMENT IN DESIGN

MANUFACTURING FOR THE FUTURE

Orient Electric's manufacturing ecosystem has seen a significant transformation with the commissioning of its new greenfield facility in Hyderabad. This facility integrates industry 4.0 technologies, autonomous robotics, and sustainable practices, setting new benchmarks in precision, consistency, and output efficiency.

Automated Paint Shop

Our automated paint shop manufactures both powder and liquid coatings, ensuring consistent quality and significantly improving the fit, feel, and finish of our products.

Automated Blade Riveting and Segregation

Our factory features advanced automated blade riveting and segregation systems, ensuring precise and efficient assembly of components

Automated Material Transfer

Material handling within our factory is managed by Autonomous Mobile Robots (AMRs), without human supervision

Automated Packing Line

Our automated packing lines are designed to perform tasks including palletizing, box forming, tapping and strapping

Sustainability

Our factory places a strong emphasis on sustainability, with dedicated green spaces throughout the premises

Automated Assembly Line

Our factory's assembly line features cutting-edge technology, achieving lower cycle times and enhanced productivity

ANCHOR
by Panasonic

Soch Badlo...
Hawa Toh Badalti Rahegi!

NAYI HAWA
NAYI SOCH

Growing in strength and stature for 60 years, PEWIN is recognized for its product quality, trust & innovation. In 2007, Anchor and Panasonic joined forces, creating a dynamic synergy in electrical solutions. Fusing Panasonic's cutting-edge technology with Anchor's extensive reach and customer support, we now present a seamless array of innovative Electrical Construction Material (ECM), Lighting, Ventilation, Smart homes, Solar and EV products that surpass global standards.

Our unwavering commitment to research and development has resulted in a portfolio of electrical goods that are not just technologically advanced but also incredibly reliable.

With a diverse range by integrating advanced Motor Technology, Smart Features, and Sustainable Designs, we offer fans that do not just cool but also contribute to the overall energy efficiency of your home. Our commitment to providing the highest quality, backed by rigorous research and development, ensures that each fan meets international standards while offering long-lasting performance.





VISION & MISSION

Anchor’s mission is to manufacture innovative, eco - friendly, energy saving world class products & services for making user’s life simpler, safer & comfortable.

CORE VALUES

- Integrity & Honesty
- Teamwork
- Customer Focus
- Accountability
- Social Responsibility
- Adaptability
- Innovation

ANCHOR by Panasonic

IFMA 75 YEARS OF LEGACY

Sustainable and Smart Performance

Panasonic fans incorporate innovative technology to deliver optimal airflow with minimal energy consumption. Our energy-efficient solutions are designed to meet India's sustainability objectives, providing outstanding performance while maintaining a strong commitment to environmental responsibility. With cutting-edge innovation, we ensure that every fan balance power efficiency with eco-friendly operation.

Future-Forward Design & Engineering

Driven by a passionate R&D team, Panasonic fans showcase advanced aerodynamic blade designs paired with state-of-the-art BLDC technology. By seamlessly blending mechanical precision with the latest advancements in electronics and software engineering, we deliver products that are not only smarter and more durable but also visually striking. This unique fusion of innovation and craftsmanship sets new benchmarks in both design and performance, ensuring an exceptional user experience.

Strategic Expansion & Global Acceleration

Our relentless pursuit of innovation, sustainability, and user-focused design drives our growth strategy. By staying ahead of market dynamics and embracing cutting-edge technologies, We consistently deliver future-ready solutions that align with the evolving lifestyles of modern consumers both in India and around the world.

Award-Winning Customer Experience & Innovation

Panasonic's dedication to delivering exceptional customer value was recognized with prestigious accolades for FY 2024, including the award for Seamless Omni-Channel Experience Strategy, Innovation in Customer Service Excellence, and Customer Experience Team of the Year. These honours underscore Panasonic's commitment to redefining customer engagement through innovation, consistency, and service excellence setting new benchmarks in the industry.

Soch Badlo...
Hawa Toh Badalti Rahegi !

NAYI HAWA
NAYI SOCH

POLAR
Makes life easy

MAKING LIFE EASY FOR INDIAN HOMES SINCE THE 1970s

A journey that set sail five decades ago in Kolkata has now reached a historic milestone of being one of the most celebrated names in households across the nation. Emerging with a bold vision of revolutionising household fans with innovation, durability, and style, Polar laid the foundation of a legacy. Today, it continues to elevate everyday living with fans and home appliances designed for ultimate convenience and timeless appeal.

THE GREATER VISION

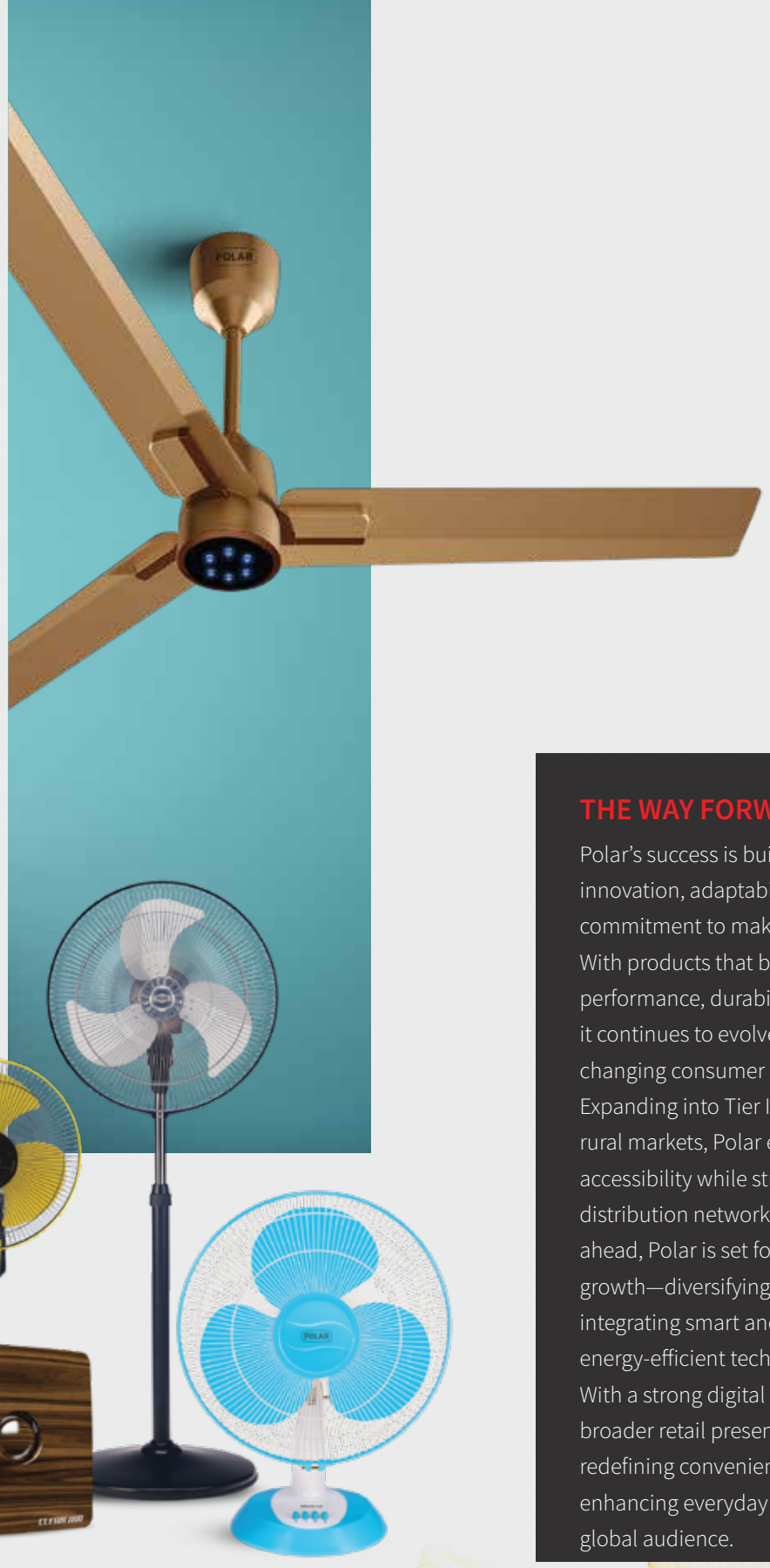
Powered by innovation and decades of expertise, Polar is on a mission to make hassle-free living a custom of every Indian household. Guided by the vision of spreading the breeze of comfortable living worldwide, Polar's commitment towards an environmentally-friendly approach promotes not just a life lived easy, but also sustainable.

DELIVERING INNOVATION

Beginning their journey of delivering comfort and convenience to every home with superior ceiling fans, Polar has now expanded to manufacturing a diverse range of fans, including table fans, wall fans, pedestal fans, exhaust fans, and ventilator fans.

Polar leads with innovation, blending style and sustainability in every product. From elegant decorative designs to energy-saving BLDC (Brushless Direct Current) models, its 5-star rated fans responded to rising electricity costs and environmental concerns while never compromising on aesthetics.

With each breakthrough, Polar redefines comfort while shaping a GREENER FUTURE.



THE WAY FORWARD

Polar's success is built on innovation, adaptability, and a commitment to making life easy. With products that blend performance, durability, and value, it continues to evolve with changing consumer needs. Expanding into Tier II, Tier III, and rural markets, Polar ensures accessibility while strengthening its distribution network. Looking ahead, Polar is set for growth—diversifying its fan range, integrating smart and energy-efficient technologies. With a strong digital push and a broader retail presence, Polar is redefining convenience and enhancing everyday living for a global audience.

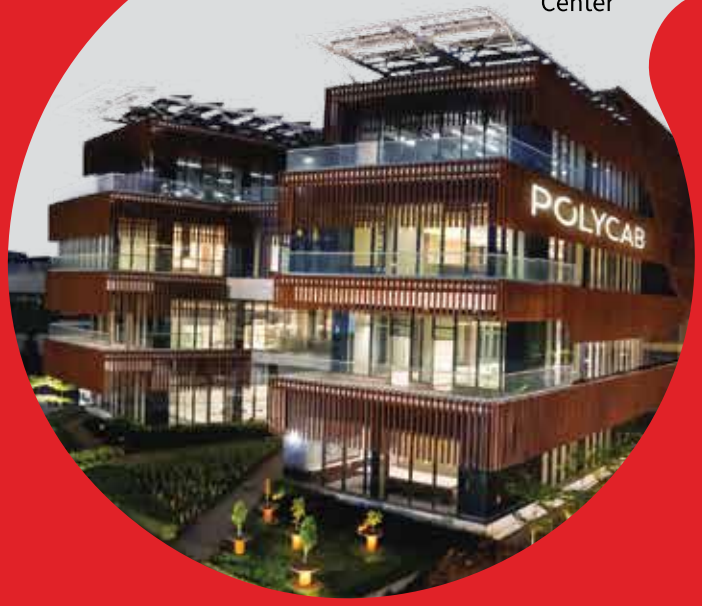
POLYCAB

Leading **FMEG** brand

Connecting to a Safer, Greener and Brighter future

Polycab India Limited (PIL) is India's largest Wires and Cables manufacturer and a leading FMEG brand, with a consolidated turnover of INR 180+ Bn in FY24. PIL, which commenced operations as a retail outlet in 1964, has, through the dedicated hard work of the Jaisinghani brothers over the years, become one of the largest Wires and Cables manufacturers with a 25-26% market share in the organized sector. Polycab is at the forefront of providing innovative, safe and energy-efficient products to diverse customers via a strong distribution network.

Halol Experience Center



No.1
Manufacturer of Wires and Cables in India

Network of **3,800+** Authorized Dealers & Distributors

Presence across **205,000+** Retail Outlets

29 Warehouses & Depots

13 Offices

28 State-of-the-art Manufacturing Facilities

500+ Authorized Service Centres

Export to **80+** Countries

4,800+ Employees

"Today's consumers expect more from their home appliances. With evolving needs and rising energy costs, 61% of consumers prioritize energy efficiency, without compromising on performance or aesthetics. Recognizing this demand, fans have become a strategic growth pillar for Polycab. Following the success of our Roorkee plant, we have established a state-of-the-art facility in Halol to accelerate expansion. The Super ROI Fans are designed to exceed traditional expectations, embodying Polycab's dedication to innovation and offering solutions that genuinely 'pay back' over time."

Mr. Ishwinder Singh Khurana
Executive President & Chief Business Officer - B2C
Polycab India

POLYCAB

Manufacturing Marvel

Complete in-house production facility guaranteeing quality products

Since 1964, Polycab has been at the forefront of innovation, evolving from India's largest wires and cables manufacturer to a leading end-to-end electrical solutions brand. Our extensive range of fans, including ceiling, table, pedestal, wall, exhaust, and farrata fans, are produced in state-of-the-art factories in Roorkee and Halol ensuring that our consumers can find the perfect solution for their needs focusing on – superior energy efficiency, modern designs and higher air delivery across all our offerings. Designed to exceed industry standards, every Polycab fan delivers exceptional quality and performance.

9 Million
Fans Manufacturing Capacity*

Automated Copper Winding
Fully automated process for guaranteed perfection.
Copper in each heavy-duty winding.

Perfect Dimensions and Angles
High-quality aluminium for fan blades, top, and bottom covers.
CNC machines ensure precise dimensions.
Optimal blade angles for higher air velocity and even distribution.

In-House BLDC Fan Manufacturing
Specialized plant at Roorkee for superior quality and durability.

In-House Automated Air Delivery Testing Lab
Rigorous testing for air delivery and distribution.
Ensures superior air delivery of 225 CMM to 280 CMM for every Polycab fan.

Automatic Robotic Paint Shop (Imported from ITW GEMA, Switzerland)
Precise and uniform coating of fan parts.
Wide colour choices with high-grade laminated cover for surface protection.

Backward Integration
Complete control over electronics manufacturing.
Reduces dependency on external vendors for PCB circuitries.

*Annually

POLYCAB

Super **ROI** Fans

Returns on BLDC Technology, Performance and Product

Growth Trajectory- Fans is the largest product category in our FMEG segment. The fan segment continues its growth trajectory, registering both year-on-year and sequential growth. We have not only introduced more than 100 best-in-class new SKU's but also strengthened our geographical expansion into more than 350 towns, adding about 280 new partners and over 8000 retailers during FY25.

Outlook - Being a challenger player in this segment, we plan to grow our business and increase our market share. Our goal is to become a Top 3 player across product categories within the FMEG business. We believe that with robust growth in the real estate sector and the sustained execution of our strategic initiatives, we can expect demand for fans, which is the largest product category in our FMEG business, to accelerate further in the coming years.

SILENCIO CRUISER PRIME

India's Highest Air Delivery BLDC 5-Star Fan*

*1200mm sweep size, amongst all india approved bee 5-star fan models, as published on the bee website on 13th september 2024. As per standards is 374 & 302, there can be a tolerance of 10% on wattage and speed.

Range of Super ROI Fans

Polycab is strengthening its presence in the fan category with the launch of its Super ROI range. Designed to set new benchmarks, this strategic initiative aims to redefine Return on Investment (ROI) for the fans category. This range promises a perfect synergy of high performance, energy efficiency and modern aesthetics. With rising energy costs and evolving consumer preferences, Polycab remains dedicated to delivering innovative solutions that ensure superior value for customers.

Super ROI Fans offer a smart and sustainable choice for consumers. They are now available at leading retail outlets and on e-commerce platforms like Amazon and Flipkart. With this launch, Polycab strengthens its position as a leader in energy-efficient home solutions, delivering exceptional performance and value to households across the nation.

Powered by BLDC Technology

POLYCAB

Presents

SUPER ROI FANS

The investment that pays off

Up to 50% Energy Savings*

25% More Air Delivery

30+ Colour Options

Powered by BLDC Technology

Scan to see the concept video

Scan to download the product catalogue

Scan to visit the website

*T&C Apply

FANS | LIGHTING | APPLIANCES

RR signature
Fans • Lights • Appliances

CEO'S MESSAGE

The fan industry is evolving rapidly, driven by increasing consumer trends around energy-efficiency, technology, product aesthetics and sustainable product solutions. At RR Kabel's consumer business (FMEG), we closely watch these consumer trends & use consumer insights to build products that bring relevant differentiation & offer an attractive value proposition.

RR Signature; our flagship consumer brand truly reflects its value proposition "Aap Ke Kaam Ki Baat" emanating from our premium product offerings that truly addresses what it stands for.

Vivek Abrol, CEO
Consumer Business (FMEG) at RR Kabel

Our Values

A Legacy of Being Committed to A Better Tomorrow...

Mission

Delivering products & services that promises superior technology, performance and enhanced value to consumers, stakeholders, employees, and the society at large

Vision

Inspired thinking brings a meaningful change to the lives we touch around the world

Ethos

Innovation is our passion
Transparency is our promise
Trust is our core value
Quality we deliver by default

FMEG PORTFOLIO

Transforming living spaces is now effortless with our cutting-edge ergonomic approach. At RR FMEG, We infuse engineered design sensibilities with an unrelenting passion for innovation-backed by a four-decade legacy-to turn vision into reality. Our meticulously crafted product offerings are not just fans, lights & appliances, they are masterpieces of form and function, designed to elevate everyday living.

As we move forward, we're redefining versatility, expanding our range, and pushing the boundaries of innovation. Whether you seek to enhance your bedroom, living room, or any other spaces, our next-gen products seamlessly blend with innovation, aesthetics, style and performance. Experience the future of home living-where convenience meets elegance, and technology meets art.

FMEG Signature Products

Our signature products embody the core values of the RR Signature brand-precision engineering, innovative design, and uncompromising quality. Thoughtfully crafted to deliver both aesthetic appeal and high performance, these flagship offerings define our brand identity and set a benchmark in the premium fans, light & appliances segment.

FANS

RR Signature fans bring advanced technology into your home-offering ultra-quiet performance, smart energy efficiency, and integrated ambient lighting, all wrapped in a sleek, modern design. Built for your comfort, designed for your lifestyle.

LIGHTING

RR Signature lighting adapts seamlessly to your needs-combining ambient, task, and accent solutions with smart technology and refined design for a personalized lighting experience.

APPLIANCES

RR Signature appliances integrate advanced engineering with user-friendly design to deliver high-performance solutions for modern living. Featuring energy-efficient systems, precision controls, and intelligent features, each product is built to optimize comfort, convenience, and style in your everyday life

Certifications

ISO 9001 2015 ISO 14001 2015 ISO 45001 2018

Research & Development

Technology meets design: By integrating innovation with the fan, the centerpiece of your home, we enable you to personalize your space effortlessly. Focused on simplicity and impact, we strive to deliver cutting-edge, bold products that resonate with our customers' needs and preferences.

- ✓ Investing in R&D is a cornerstone of our business strategy. Our dedicated team of engineers and designers work tirelessly to innovate and improve our product offerings, ensuring we remain at the forefront of industry trends and consumer preferences.
- ✓ Over the past two years, the company's growth has been significantly driven by enhanced R&D efforts. Our continuous innovation & new product launches have made us highly competitive in the market.
- ✓ BLDC complete range in basic & premium category launched in FY24-25. Few products showcasing R&D excellence in FY24-25.

Fans Manufacturing: Inhouse (Made In India)

- ✓ A top-tier manufacturing plant covering 7,000 sq. meters and 3,515 sq. meters, engineered for precision and high-efficiency production of 1.8 million and 1.5 million units annually, ensuring strict adherence to quality standards.
- ✓ Our ceiling fan manufacturing facilities are in Himachal Pradesh and Uttarakhand.
- ✓ World Class capabilities:

Six Axis Robotic Hand for Rotor Machining

- Six axis robot for rotor loading and unloading
- No manual intervention

Rotor Inspection

- Digitize inspection of rotor
- Easy for process capability study and traceability

Auto Bearing Pressing

- Automation for bearing pressing in top and bottom cover
- Proper alignment to eliminate shaft cutting issue

Digital Blade Angling

- Automated through sensor based detection of blade angles
- Poka-yoke with OK quality by setting the limits

Automatic Powder Coating

- Fully automated powder coating shop
- No manual intervention quick color change over

SURYA

SHAPING A BRAND, STRENGTHENING A NATION

What began in 1973 as a modest manufacturing unit has, over the decades, grown into Surya Roshni -a name trusted across the globe in lighting, consumer durables and steel. This journey has been one of vision, resilience, and a deep belief in the potential of Indian industry.

Our aim was never just to build a company, but to create something of lasting value- for our employees, our communities, and our nation. With a strong focus on quality, sustainability and forward thinking, we've expanded into energy-efficient technologies, infrastructure solutions and consumer durables.

Every decision has been guided by purpose- to grow responsibly, to innovate continuously, and to contribute meaningfully to the progress of our country.

As we step into the future, we take pride in the legacy we've built and remain confident in Surya's continued role in lighting up lives and strengthening the nation.

Padma Shri Jai Prakash Agarwal
(Chairman- Surya Roshni Ltd.)

A LEGACY OF STRENGTH, LIGHT & TRUST

From humble beginnings to a household name

Surya Roshni started its journey back in 1973 with steel tubes, and over the years, it has grown into one of India's most respected names, built on the pillars of quality, innovation and a strong sense of national pride. Today, with a footprint in over 50 countries, Surya stands tall as a leading conglomerate across Steel Pipes, Lighting, Fans, Consumer Durables and Water Pumps.

The Lighting division, launched in 1984, was driven by a simple yet powerful idea- Lighting every city, every home. Decades later, that vision continues to shine bright. Surya has emerged as a key player in India's lighting landscape, pioneering advancements in LED technology; from energy efficiency and long lifespan to low maintenance and dependable performance, making it a trusted choice for homes, institutions, and entire cities.

VISION

COMMITTED TO EXCELLENCE AND A BRIGHTER TOMORROW

Surya envisions becoming the largest global enterprise that delivers optimised solutions to its consumers and value to its stakeholders. Whether it's steel pipes, lighting, or consumer durables, every Surya product is a step toward a better, brighter future- driven by innovation, built with trust.

MISSION

ENERGISING LIVES AND BEYOND

At its core, Surya is driven by the mission to consistently exceed consumer demands, upgrade technology, and create quality products that stand the test of time. Through long-term partnerships with customers, employees, and associates, Surya aims to be a global leader that not only meets needs, but uplifts lives.

1973- The Foundation

Set up the first steel pipes plant at Bahadurgarh

Surya Roshni- Journey & Key Milestones

From Steel to Light, and beyond

Founded in 1973, Surya Roshni has grown into one of India's leading brands in steel pipes, lighting, fans, and home appliances. With a legacy of quality, innovation, and trust, Surya's journey is marked by diversification, world-class manufacturing, and a growing global footprint.

1980–1992- Foray into Lighting & Manufacturing

1980: Started Galvanising Plant
1984: First Lighting Plant at Kashipur
1989: Production of HPSVL and energy-efficient FTL
1991: Began making CR Strips
1992: Second Lighting Plant at Gwalior Started Filament Production for GLS & FTL

1994–1998- Building Core Capabilities

1994: New Modern Glass Plant
1998: Set up Asia's Largest Ribbon Glass Plant (400 Million GLS + 25 Million FTL shells annually)

2006–2012- Widening the Product Base

2006: Installed CFL Unit at Gwalior
2010: New Steel Pipe Plant at Gwalior
World-class Pipe Unit at Bhuj (SGSTL)
PVC Plant became operational
2012: Inaugurated STIC (R&D Centre) at Noida

2014–2015- Consumer Product Launches

2014: Launched Surya Home Fans
Started LED production at Kashipur
2015: Launched Surya Home Appliances

2017–2021- Rapid Expansion & Tech Upgrades

2017: Commissioned Steel Pipe Plant at Hindupur (A.P.)
Expanded to 2,00,000 MT by 2020
2018: Merged Surya Global Steel Tubes Ltd. (SGSTL)
2019: Began 3LPE Coated Pipe production at Anjar (Gujarat)
2021: Second line of 3LPE Coating operational
Third Galvanized Plant at Hindupur
Began Direct Forming Technology (DFT) for Section Pipes at Gwalior

2024- Marking New Ground with Water Pumps

Entered the water pump segment, delivering reliable performance for every Indian home and farm, with the quality and trust the brand stands for

SURYA

DURABILITY YOU CAN COUNT ON

The Consumer Durables story

Surya's foray into the consumer durables space was a natural next step in its mission to enhance everyday life. The journey began in 2014 with the launch of its fan division, followed by home appliances in 2015, and most recently, water pumps in 2024. In each category, Surya has stayed true to its promise—bringing together thoughtful innovation, reliable performance, and accessible pricing for Indian consumers looking for products that not only work well but add value to their lives.

What truly sets Surya apart?

A solid promise- 5-Star rated fans, 5-Year warranty, and free installation—all adding up to a brand that's serious about standing by its customers.

Surya Technology & Innovation Centre (STIC)

Where Innovation Meets Illumination

Located in Noida, STIC stands as one of India's leading lighting R&D hubs—dedicated to the research, testing, and development of next-gen, energy-efficient luminaires. From photometric to endurance and environmental testing, STIC drives innovation through rigorous quality control and breakthrough design.
At its core lies the Mirror Goniophotometer from LMT, Germany, a global benchmark in precision light testing, enabling Surya to stay ahead in smart lighting and sustainable technologies. Recognised by DSIR and accredited by NABL, STIC is a shining example of Surya's commitment to technological excellence and future-ready solutions.

R&D Centre, Noida, Uttar Pradesh

Powering Progress. Building Brilliance.

With state-of-the-art manufacturing facilities across India, Surya drives innovation, scale, and quality. Delivering lighting, steel, and consumer solutions that illuminate the nation's growth.

Bahadurgarh, NCR-Delhi

Gwalior, Madhya Pradesh

Kashipur, Uttarakhand

Hindupur, Andhra Pradesh

Anjar, Gujarat

SETTING THE PACE

Inside the world of Surya Fans

Since its launch in 2014, Surya's Fan division has become one of the fastest-growing and most forward-looking arms of the company. But these fans are more than just cooling devices—they're designed to bring a perfect balance of style, performance, and efficiency to every room they grace.

From the sleek Under Light range to the smart, low-maintenance Anti-Dust models, and the energy-saving BLDC ceiling fans, Surya has something for every need and every aesthetic. Notably, Surya is proud to introduce India's first TPW Star-Rated range— a standout innovation in table, pedestal, and wall fans that combines powerful airflow with enhanced energy efficiency. It's yet another example of how Surya is raising the bar for performance and sustainability across categories.

The TPW Star Rated Series brings in a sense of premium comfort, while in-house manufactured Ventilation fans cater to compact spaces with just the right airflow.

DESIGNED FOR EVERYDAY, BUILT FOR REAL LIFE

Surya's growing range of Home Appliances

When Surya entered the home appliances space in 2015, the goal was clear: to make daily life easier, smarter, and more sustainable. From kitchen essentials like mixer grinders and cooktops to home must-haves like irons, kettles, and water heaters, every appliance is built to perform, made to last, and designed with a deep understanding of Indian homes. With an eye on both style and substance, Surya continues to bring innovation into the heart of every home.

TAPPING INTO TRUST

Surya Water Pumps

2024 saw the beginning of a fresh and promising chapter—Surya's entry into the water pump segment. Designed for the diverse demands of Indian homes and farms, these pumps combine powerful performance with efficiency and durability. Whether for domestic use or agricultural needs, Surya's water pumps carry the same promise that backs every Surya product—quality you can count on, and a name you can trust.

WARMTH YOU CAN RELY ON

Surya Water Heaters

Surya's electric water heaters are yet another extension of the brand's promise to elevate everyday living. Engineered with high-quality components and energy-efficient technology, these water heaters ensure a steady and reliable supply of hot water, day after day. Whether it's for a quick morning shower or a relaxing end to your day, Surya's water heaters are built to deliver warmth, comfort, and peace of mind.

Surya Hai, Sukoon Hai

Rooted in trust, Rising with innovation

From lighting homes to building futures, Surya Roshni has always stood for more than just products. With innovation at its core, sustainability in its stride, and a deep belief in India's potential, Surya continues to grow not just as a brand, but as a force shaping a brighter, more empowered tomorrow.

I am SURYA | 50 YEARS OF TRUST | DURABLE PRODUCTS | ASSURED QUALITY

consumercare@surya.in | www.surya.co.in

surya surya_roshni surya.roshni surya-roshni

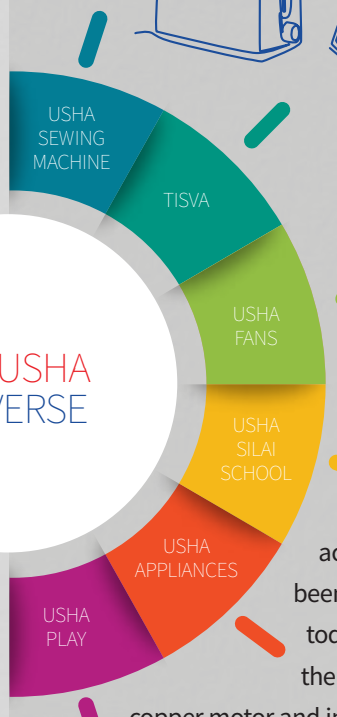
TOLL FREE 1800 102 5657

Legacy of Nation Building & Trust

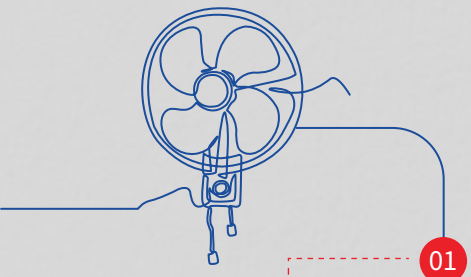
Born amidst Gandhiji's Swadeshi movement to make Indians self-reliant, Usha International has its roots in Jay Engineering, a trading company founded in 1937 by Sir Shri Ram, which began assembling and selling sewing machines in India. The idea was to put power in the hands of those who really needed it, across the country and create an ecosystem that created jobs and empowered people to grow their skills. Lala Charat Ram built upon the foundation laid by his father Sir Shri Ram, which was taken forward by his son Mr Siddharth Shriram, who then passed the baton to Mr Krishna Shriram in 2011.

The brand has grown steadily ever since its inception, having added Fans to its portfolio in 1944, Power Products in 1968, Home Appliances in 1982, and Lighting (under the brand TISVA) in 2014. Over the last nine decades, Usha has diversified its product range across all its verticals to cater to the evolving needs of its consumers, offering them the tools to explore their creative potential in multiple ways and spurring them to adopt a healthy and active lifestyle. With a corporate culture where transparency, ethics, integrity, and giving back to society wired into its very DNA, Usha brings together the best of modern-day innovations with the wisdom and values that only come with experience.

Being a responsible corporate, the organisation supports inclusive sporting platforms from the grassroots to the international level, besides skilling women in rural and underserved sections of society under the Usha Silai School initiative to improve their quality of life at multiple levels. Further, the organisation is creating awareness about the importance of food and nutrition, and physical and creative activities on overall health and wellbeing across demographics and geographies. Usha has been a pioneer across the many product categories it is today present in. As for the fans category, it's probably the only company which has always used a 100% copper motor and introduced many 1st-in-class and category products and technology. Usha offers its consumers one of the most expansive ranges of BLDC Ceiling fans with over 41 products which includes 14 variants of the Aerolux ceiling fans.



MILESTONE MOMENTS AT USHA FANS



01

1944

Production of fans begin.

02

2001

Partnership with **Hunter Fans** to launch the first bi-directional (all-season) ceiling fans in India.

03

2012

First to launch **BLDC Kitchen Fans** – Turboaire.

04

2013

Exclusive partnership with Mattel for selling **Barbie** and **Hot Wheels Kids Fans** in India.

05

2015

Partnership with **Nidec** for developing **BLDC Motors** for fans.

06

2016

Introduced mist pedestal fans. Launched super premium fan under the Aerolux brand. Among the first to launch **BLDC Pedestal fan – Calma** with 26 speed settings.

Developed a fan which has unique aerofoil blades for better air delivery with low noise in collaboration with MIT USA, and unique blade design was patented in India.

07

2018

The only company in the organised sector to launch HVLS fans in India. The 1st company in India to develop a universal remote compatible with all ceiling fans with induction motor. Among the 1st in the industry to launch exhaust fans with ball bearing motors.

08

2019

Among the 1st to launch metal exhaust fans with **Dust Resistant Coating** – the Usha Aeroclean series.

09

2020

Launched an **Anti-bacterial Coated** ceiling fan – Bellflower.

10

2022

Launched BLDC ceiling fan that works with regulator, amongst 1st in the category.

AWARDS AND RECOGNITION

- Usha has been felicitated as being amongst the MOST TRUSTED INDIAN BRAND for 3 years – 2016, 2017, and 2019.
- It is the 1st Indian company to be awarded ISO 9001:2000 for marketing process.
- Usha fans have won the National Energy Conservation Awards in 2013, 2015, 2016, and 2018.
- Committed to mitigate any adverse impact on the environment Usha produces 100% ISI marked water coolers which use 100% Environment Friendly Green Refrigerants.

FROM HUMBLE BEGINNINGS TO A PAN-INDIA FORCE

Our story began in 1977, when Mr. Kochouseph Chittilappilly with Rs.1 lakh borrowed from his father and a small stabilizer unit with two workers, set sail on his dream. V-Guard quickly grew to become synonymous with voltage stabilizers across South India. Over the years, that single product vision expanded into a portfolio spanning 20+ categories — from fans and inverters to kitchen appliances, water heaters, and smart solutions for the modern Indian home. This growth was fuelled by our commitment to quality, customer satisfaction, and innovation. And today, we are a dominant force in the Indian market, proudly represented by two trusted household names: V-Guard and Sunflame.

Mr. Kochouseph Chittilappilly
Founder

Mr. Mithun K Chittilappilly
Managing Director

EMPOWERING INDIAN HOMES SINCE 1977

1977
Mr. Kochouseph Chittilappilly starts a stabilizer manufacturing in Kerala

1980 - 2000
- Launches Air Conditioner Stabilizers (1980), Pumps (1992), Cables & Water Heaters (1996), UPS (1998), Solar Water Heater (2002)
- Cable Manufacturing Unit at Coimbatore, TN (1999)

2000 - 2010
- Launches Solar Water Heaters (2002), Fans (2006) and Inverters & Battery (2009)
- Non-South Expansion Starts (2007)
- Listed on BSE & NSE (2008)
- New factories at Kala Amb and Kashipur (2009)

2010 - 2020
- Launches Switchgears (2011), Induction Cooktops (2012), Smart Water Heaters (2016), Rice Cooker, Gas stoves, Smart Fans and Inverters (2017), Modular Switches and Air Coolers (2018), Breakfast Appliances (2019)
- Turnover crosses ₹1,000 crore, Mithun Chittilappilly appointed MD (2012)
- New Brand Identity (2018)
- New factories at Perundurai (2013) and Sikkim (2015)

2020 - PRESENT
- Launches Water Purifiers and Kitchen Chimneys (2020), Smart Pumps (2021)
- New factory at Roorkee (2020)
- Acquired Sunflame and Brand Licensee of Simon Electric (2023)

DESIGNED FOR MODERN INDIA

A WIDE DIVERSIFIED PORTFOLIO

ELECTRONICS

- Stabilizers
- Inverters and Batteries
- Solar Power System



CONSUMER DURABLES

- Air Coolers
- Fans
- Solar & Electric Water Heaters



20+ CATEGORIES

ELECTRICALS

- Housing Wiring Cables
- Switchgears
- Modular Switches
- Pumps




KITCHEN APPLIANCES

- Mixer Grinders
- Gas Stoves
- Water Purifiers
- More Kitchen Appliances




THOUGHTFUL INNOVATIONS FOR A BETTER TOMORROW

ARIZOR STABILIZER

- Path-breaking Design
- Digital Display
- Advanced Micro Control Operation

AQUASMART+ PUMP

- Auto Shut-off
- IoT/Voice Controlled
- Intelligent Scheduler

REQUPRO WATER PURIFIER

- 60% Recovery
- Stainless Steel
- 100% RO Purified Water

ARIZO WIRES

- E-Beam Technology
- 75% Extra Current Carrying Capacity
- Zero-Halogen, Low Smoke

THE ENGINE BEHIND OUR GROWTH

15 WORLD-CLASS MANUFACTURING UNITS ACROSS INDIA

MANUFACTURING ACROSS INDIA

- V-Guard
- Sunflame
- Guts
- VCPL

Himachal Pradesh
- Kala Amb
  Electric Water Heater

Uttarakhand
- Haridwar
  Switchgears
- Haridwar
  Modular Switches
- Roorkee
  Modular Switches
- Pantnagar
  Inverters and Stabilizers
- Kashipur
  House Wiring Cables

Sikkim
- Stabilizers
- Electric Water Heater

Telangana
- Hyderabad
  Switchgears
- Hyderabad
  Inverter Batteries

Haryana
- Faridabad
  Cooktops, Chimneys

Gujarat
- Vapi
  Kitchen Appliances

Tamil Nadu
- Coimbatore
  House Wiring Cables, Solar Inverter, Pumps and Motors, PVC Compounding
- Perundurai
  Solar Water Heater

AWARD WINNING DESIGN TEAM

reddot design award winner 2024

INDIA'S BEST IN-HOUSE DESIGN STUDIO 2023

GERMAN DESIGN AWARD NEWCOMER NOMINEE 2025

100%
IN HOUSE QUALITY TESTING

1 LAKH +
CHANNEL PARTNERS

PAN INDIA
SERVICE NETWORK

OUR WORLD OF FANS

A FAN FOR EVERY HOME. A STYLE FOR EVERY ROOM


UNDER LIGHT FAN


DECORATIVE FANS


PREMIUM BLDC FANS


PEDESTAL FANS

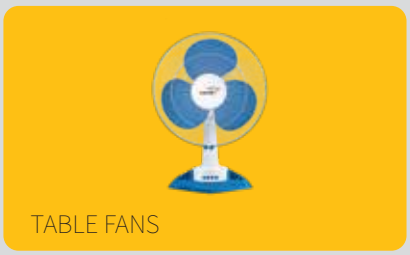
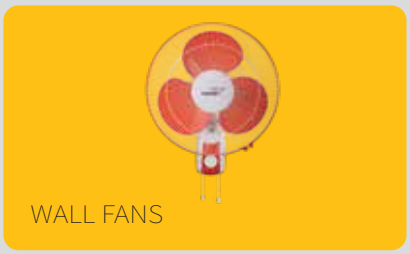


TABLE FANS


EXHAUST FANS


WALL FANS

ADVANCED TECHNOLOGIES

90V - 300V guaranteed performance voltage range

Multi-timer with 1h, 2h, 4h, 6h and 8h options

Effective dust-repellent coating technology

Reverse rotation

Star-rated Fans

WORLD-CLASS FAN MANUFACTURING FACILITY

Active and Promising **Associate Members**

Vinay Mansingka with his Sons Ayush & Anshuk

Shree Bhagwati Industries: Reviving TPW Industries In East

Shree Bhagwati Industries has been instrumental in reviving the TPW fan industry in Kolkata by manufacturing Farata and TPW fans for some of India's leading fan brands.

In 1990, Vinay Mansingka began operations initially producing TPW fan gearboxes and shafts for regional brands. By 2006, the company was formally established, expanding into pedestal pipes, bases, and junction box assemblies for major brands like Orient.
The next generation—Ayush and Anshuk—joined the business, further strengthening this family-run enterprise.

A major milestone came in 2018 with the production of TPW and Farata fans. Major Indian brands like Usha, Bajaj, V-Guard, and Crompton became valued customers. Recognizing the need for automation and scale, the company is now geared to produce over a lakh fans each of Farata and TPW fans monthly.

Through a strong focus on quality, Shree Bhagwati Industries has grown 7x between 2018 and 2025.

Mukesh Jangid

Jangid Engineering: Innovating For Excellence

For nearly four decades, Jangid Engineering has revolutionized the Indian fan industry, delivering high-precision winding machines that enhance efficiency, durability, and performance.

Led by visionary MD Mukesh Jangid, a hands-on innovator with 25+ years of expertise cultivated from his father Sri. Sitaram Jangid, we combine engineering mastery and cutting-edge technology to drive progress. Our in-house facility with 20 high-end CNC machines produces 500 state-of-the-art machines annually, including SCADA & MES-compliant solutions for smart automation.

Recognized for Industry Excellence
- **IFMA & FTCCI Awards**
- **Felicitated by CM Smt. Vasundhara Raje & Governor Shri Bhagat Singh Khosiyari**
- **Atmanirbhar Bharat Award**

Future Forward: Robotics for Fan Manufacturing, We don't just build machines—we create solutions that shape the future. With continuous innovation and a relentless pursuit of excellence, Jangid Engineering is setting new industry standards.

Vaibhav Soni

Dynamic Engineers: Legacy In Motion-Innovation At Work

At Dynamic Engineers, we don't just manufacture fans—we engineer trust, performance, and long-term partnerships. With over six decades of legacy and deep roots in Kolkata, we specialize in high-performance portable fans and partner with some of the country's most respected fan brands.

Recognized twice with the Innovation and Process Improvement Award at the IFMA AGM Competition, most recently in 2024, we continue to lead through innovation and operational excellence.

Our state-of-the-art infrastructure includes complete lab facilities such as BIS lab certification, air delivery room, overhead conveyor for motor ageing, and reliability testing panels.

With ISO 9001:2015, ISO 14001:2015, and ISO 45001:2018 Certifications, we uphold the highest global standards. Backed by a capacity of 1.5 lakh units per month, we drive transformation through Kaizen and New Product Development.

After all, what's life without a little bit of DYNAMISM

B S Praveen

UNIGLOBUS BLDC Controllers: The Need Of India

Uniglobus is a company specializing in power electronics with complete in-house design to manufacture with capability to offer the best-in-class customized solutions for BLDC controllers at cost-effective prices.

Our controllers maintain high degree of consistent quality in every piece we produce. We have full and intimate understanding of the hardware and software part of the product. So, we can make variants to suit varying customer needs and can quickly address any field issue – without depending on any external party.

With all these expertise, our failure rate is astoundingly low (less than 0.1% over the half a million controllers) in our supplies during last couple of years.
We have unique controllers on which we confidentally give 7 years warranty and < 0.1% failure rate.

Uniglobus is a trusted partner to take your BLDC fans to greater heights.

Sachin Shah and Rohan Nadkarni

LitAir: Innovating For A Sustainable Future

Founded in January 2020 by Sachin Shah and Rohan Nadkarni, LitAir is a dynamic startup specializing in advanced BLDC controllers and motor technology.

We aim to deliver high-performance, energy-efficient solutions for ceiling fans and other household appliances.

Our fan technology offers exceptional air circulation with reduced power consumption, ensuring quiet and long-lasting performance. From concept to commercialization, we work closely with clients to develop customized, energy-efficient solutions.

With a monthly capacity of 200,000 controllers and 250,000 magnets, LitAir is ready to meet growing demand while maintaining top quality.

Awards won are IFMA Start-Up Award, ELCINA Best Start-Up Award and LUB Start-Up Award.

We're also enhancing solar pump performance using PMSM and FOC technologies, supporting sustainable water solutions for agriculture and industry. The journey has just begun—innovating for a greener tomorrow.

Ashwani Kapur

ELZA INTERNATIONAL: DREAM. DESIGN. DEVELOP. DELIVER.

Founded in 1994, Elza is built on a legacy of engineering precision, manufacturing excellence, and enduring partnerships. As an ISO 9001 and ISO 14001 certified company, we uphold the highest standards of quality and environmental responsibility in industry.

Our core capabilities include injection moulding, sheet metal forming, magnet manufacturing, electroplating, vacuum and UV metalizing, PU painting, hot stamp foiling, hydrographic and IMD printing, a fully equipped tool room, and BLDC & Induction Motor assembly.

Elza's strength lies in combining advanced engineering with refined aesthetics, making us a leader in premium ceiling fan manufacturing. Through superior surface finishes, customized designs, and sustainable innovations, we deliver fans that are as beautiful as they are efficient.

With HQ's in Haridwar and backed by global sourcing partnerships, Elza continues to expand its presence across India and international markets.

Active and Promising **Associate Members**

Parmod, Jatin and Nitin Jain

Marc Enterprises: A Legacy Of Leadership In Electrical Appliances

The group was founded by Late Shri J.C. Jain in 1976 in Bhagirath Place, Delhi. Fondly known in the market as "Mahavira Pankhe Wale" they became All India No. 1 seller of fans for several leading national brands.

Parmod Jain carried forward the legacy of his father and ventured into manufacturing in 1992 in the name MARC Enterprises. Under his visionary leadership, MARC has grown steadily. Today, his sons Jatin and Nitin Jain, are propelling the legacy forward with accelerated pace.

Marc Group now operates 4 manufacturing units across Haryana and Himachal. It is a trusted ODM (Original Design Manufacturer) partner for Fans and Geysers to several leading Indian and global brands for over 30 years.

It has robust R and D backed by team of experts and laboratories. It is equipped with state of the art machineries which has earned huge laurels for its quality.

Marc has secured a strong foothold not only in India but also in the highly competitive export market.

Yogesh Anand, Harsh Anand, Yogesh Sahni

Wonder: Excellence In Quality

Wonder Electricals Ltd is a prominent B2B FAN manufacturer (OEM/ODM) with a daily production capacity of 45,000 fans from units in Roorkee, Haridwar & Hyderabad. A new facility is in progress at Haridwar and shall be in production soon.

The promoters have decades of experience in the industry. The company has a highly experienced team of committed employees and a well-developed vendor network. Wonder also has an exhaustive range of fans in its portfolio. It has leveraged technology in processes and products to stay ahead of the competition.

3 young directors have joined the company and are confident to take the business to the next level.
As one of the leading OEM/ODM manufacturers the company has state of art facilities fully equipped with the best infrastructure and a complete in-house design & development team.

The biggest achievement and award is the customer base of leading brands that they have been supplying to over the years and are proud that WONDER is considered preferred supplier by most.

Wonder sold around 8.6 million Fans in the year 2024-25 with increasing numbers in BLDC & TPW.

Suresh and Karan Tibrewala

Shrishti Group: A Legacy of Quality In Fan Manufacturing

Shrishti Group was founded in the late 1990s by . Suresh Tibrewala, a trailblazer in the fan industry since 1980. It has since grown from a visionary startup into a trusted name synonymous with reliability and innovation. It's growth is now being propelled by his able son Karan.

The company operates eight cutting-edge facilities spanning 3 Lacs square feet, powered by a dedicated workforce of 2,000 employees. We produce an impressive 9 million fans and our portfolio is indeed unique. A defining moment came in 2021 when IFMA recognized and felicitated us for our commitment to innovative manufacturing practices.

As Shrishti looks to the horizon, its ambition is clear: to evolve from a national leader into a global icon of fan manufacturing excellence. With quality as its guiding principle, Shrishti is poised to expand its reach, bringing its legacy of craftsmanship, innovation, and sustainability to international markets. By continuing to invest in cutting-edge technology and eco-friendly practices, Shrishti reaffirms its pledge to deliver exceptional products that set new benchmarks for the industry.

Tarun, Sangeeta and Anil Lala

FANZART: Add Art To Your Ceiling

Fanzart is India's first and largest luxury designer fan brand founded in 2012, pioneering the concept of fans as artistic sculptures rather than mere appliances.

Born from the vision to transform ceiling fans into silent, luxurious design statements. The brand is also the creator of the iconic "fandeliers" — a fusion of fans and chandeliers. 145 showrooms across India present range of over 150 unique designs to choose from.

Led by a family trio — Founder Anil Lala, Co-Founders Tarun Lala & Sangeeta Lala — each brings a distinct strength to the brand.

Anil Lala is the backbone of the company while Tarun has elevated the brand's presence in the HNI & celebrity circuits. With his strong command of social media. Meanwhile, Sangeeta, with her deep understanding of customer needs, has built enduring relationships with architects and interior designers, positioning Fanzart as a trusted luxury fan brand.

Fanzart has won numerous accolades over the years, including the FI Design Excellence Award, Economic Times Business Leadership Award, and many more.

Sajjan and Yash Dabriwal

SYS Electromac: Quality Is In Our DNA

SYS Electromac, an OEM for portable fans based out of Hyderabad, has over a short period of time, quickly become one of the leading OEMs for portable fans in India.

Led by founder Sajjan Dabriwal, a veteran of the fan industry, SYS started its journey in 2017.

Its core team has over 2 decades of average experience in the fan industry. The company is well equipped with state of art machinery to produce consistent quality of its products.

SYS has developed a full portfolio of TPW fans, Faratta Fans as well as Ventilation fans. The TPW fans in particular stand out for their aesthetic beauty apart from high performance. The company has production capacity of 1.5L fans per month and is privileged to be working with 10+ brands in India.

As an ISO 9001:2015 certified organization it has strong focus on quality and customer delight which has enabled exports to discerning customers in Sri Lanka, Nepal and Middle East.

Amongst various awards, the recognition from IFMA for the process quality and innovation is testament to the same.

Rajesh Mahendru and Umesh Anand

USAKA: Commitment To Quality

Founded in 1996 by Umesh Anand and Rajesh Mahendru, USAKA Industrial Components Pvt. Ltd. has grown into a trusted name in fan manufacturing of exhaust pedestal and wall fans including Air Circulators.

With three state-of-the-art manufacturing facilities in Faridabad, Haryana, the company has a robust monthly production capacity of 2 lakh units. The operations are supported by fully integrated infrastructure.

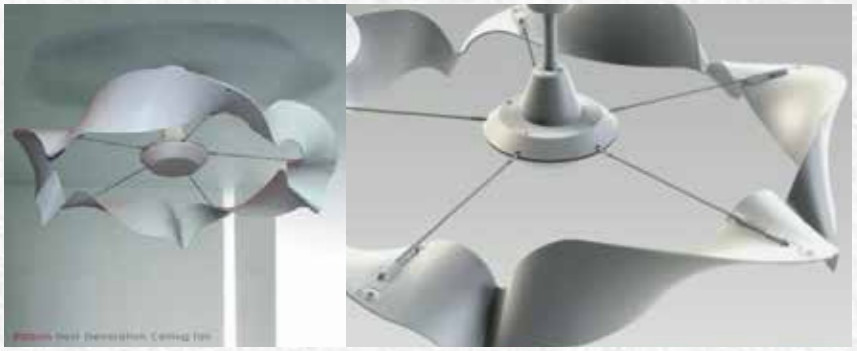
Featuring in-house press shops, phosphating, nano coating and four powder coating plants—ensuring end-to-end control over quality and efficiency.

Certified under ISO 9001:2015, ISO 14001:2015, and ISO 45001:2018, and with all products BIS-certified, the organization also houses dedicated BIS and Air Delivery labs to uphold stringent quality standards. Over the years, it has forged lasting partnerships with leading brands such as Crompton, RR Kabel, Usha, Polycab, Khaitan, and others—a testament to its commitment to innovation, reliability, and customer satisfaction.

The company is well geared to achieve 5 X level of activities in next 5 years with more range of fans to be added.

Unique Fans in the World

The product designers of today are bringing excitement in aesthetics of fans PLUS experimenting with new technologies in Fans. So, the innovations are beyond the materials, finishes, forms or just the latest BLDC motors.



It gives a feel of fast free flowing ribbon spinning in suspension when turned on. Assured to be more efficient than normal fans, it focuses on wider air spread.

Wonderfully delicate design that is efficient and silent, with washable elastic fabric pulled over filigree spring wire frame. This is illuminated from the inside and adds the feel of sculpture on the ceiling.

Two sets of Blades, one of 54 inches sweepand smaller of 25 inches sweep generate two channels of breeze flow, one in the centre and second on sides.

The rustic ceiling fan reflects a windmill design. Wood blades with weathered oak finish add country chic charm to the design.

Some other interesting concepts

World renowned designer Karim Rashid teamed up with NSB for this tradition defying fan. It adds softness and sensuality to modern decor. Also reminds you of "chewing on and pulling pink bubble gum".

The name Helix sums up the design of wrap around blades which are lamp shades too. Inspired by tornadoes and wind the composite design is breathtaking.

Some customers get enamoured with just 2 blades in a fan. This lyrical smooth sailing design is for them in brush steel.

Whimsical and endearing, this fan will inspire any young one to blossom. The captivating upper and lower blades rotate independently and can be customized in 4 adorable colour combinations. The silent 3-speed reversible motor is with glowing integrated light. Upper and lower blades rotate independently.

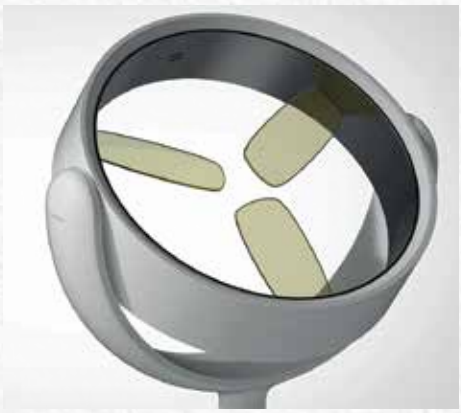
Some other interesting concepts

Unique Fans in the World

Great opportunities are seen by designers to innovate and present unique features in Portable Fans too. In technology, the hub less fans and electromagnetic peripheral rails are being experimented. Colours, styles and quirky shapes too are in vogue.

A wireless fan with a flat packing concept, with a thin fan motor at its' back. Can be used as desk or as a stand fan. The circular form allows up lifting of the height of the fan for this purpose.

This hub less fan comes with a pivot at the base of the ring to point anywhere. Its warm orange tones and look reminds of cool and refreshing glass of Fanta or Tang. The blades orient themselves around the rim creating a negative space that gives it a citrus-y feeling.

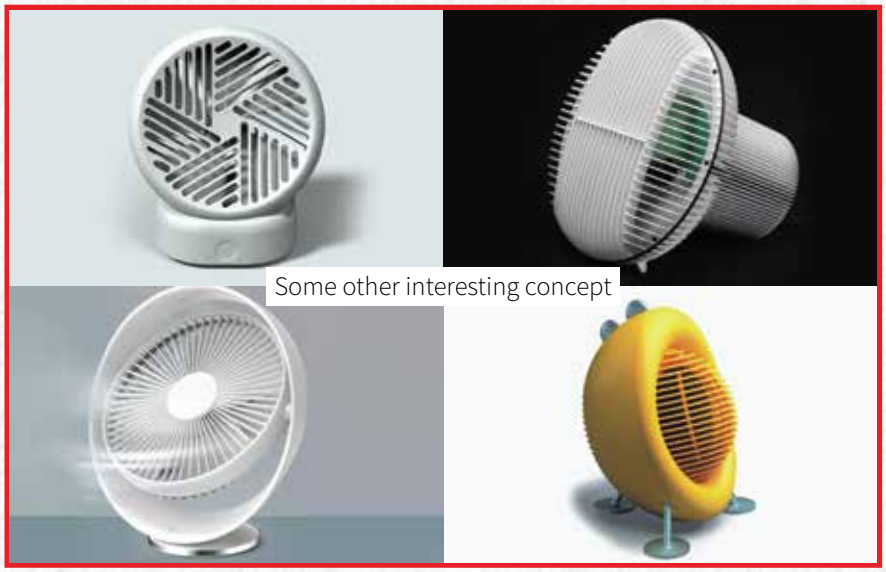


This 360-degree rotating fan is with wire free operation. Reverse fan is powered by magnetic rails that rotate and generate wind. Surrounded by rotational axis on all sides, you can move the fan at a complete 360 degree angle. This allows you to rotate and position it as per your needs.

The attachment is a humidity filter that funnels airflow output to cool a closed room. It lowers temperatures by few degrees. Removable filter of silica gel absorbs moisture from the air. Removing this filter is easy as Velcro is used. Front grill is designed to maximize the airflow while maximizing the funneling effect.

Globally, 2 types of new designs are now emerging in this fan category. 1 in which there are two separate blades of different sweeps. 2 in which there is one blade only but has two different configurations of number of wings but both are integrated. The inventers claim that this throws air at much more accelerated manner and till a longer distance.

An interesting form of a desk fan both when in use and when not. You can enjoy the variety of propeller shape with every single level of speed and air throw. There is no need for safety cage because the propeller is made out of a soft material.

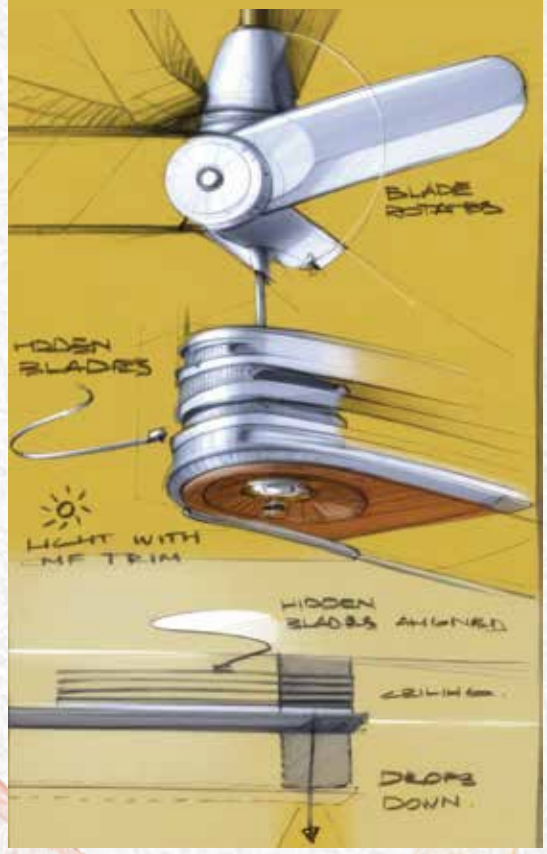


Some other interesting concept

This fan addresses the problem of storage of a pedestal fan when not in use. When you fold, the size reduces so you save space more than half of its original size.

What the Designers Dream Today: **Become a Reality Tomorrow**

We inspired some leading designers to share some concepts, which can take our industry to the next level.
Sure, these are concepts as no designer would share the details but point to note is that we in India have ample talent to support the fan manufacturers to be No 1 in the global market.



Invis-Air

A Fusion of Aesthetics and Engineering

by Team Future Factory

Invis-Air began with a simple question: Why do ceiling fans still feel like an afterthought in modern interiors?

In today's homes, where clean lines and minimalism define good design, traditional ceiling fans often disrupt the visual flow. Here is a solution that complements contemporary spaces — a fan that disappears when off, yet performs beautifully when in use.

The result is a flush-mounted, retractable ceiling fan with integrated lighting. When inactive, it sits seamlessly within the false ceiling, offering an uninterrupted surface. Upon activation, it lowers gently and unfolds with smooth precision — creating a quiet moment of transformation. Its blades are engineered for optimal airflow, while dual LED panels provide soft, ambient light whether the fan is running or not.

Invis-Air is designed for how we live today — in open, adaptive spaces that value subtlety and smart design. It fits naturally into interiors inspired by Scandinavian, or minimalist styles, where form and function are treated as equals.

This isn't just a reimagined appliance — it's a reflection of shifting expectations. As we spend more time in our spaces, we want products that integrate, adapt, and elevate. Invis- Air embodies that evolution.

Thoughtful design can turn even the most overlooked fixture into something quietly extraordinary. This is a true power of design.

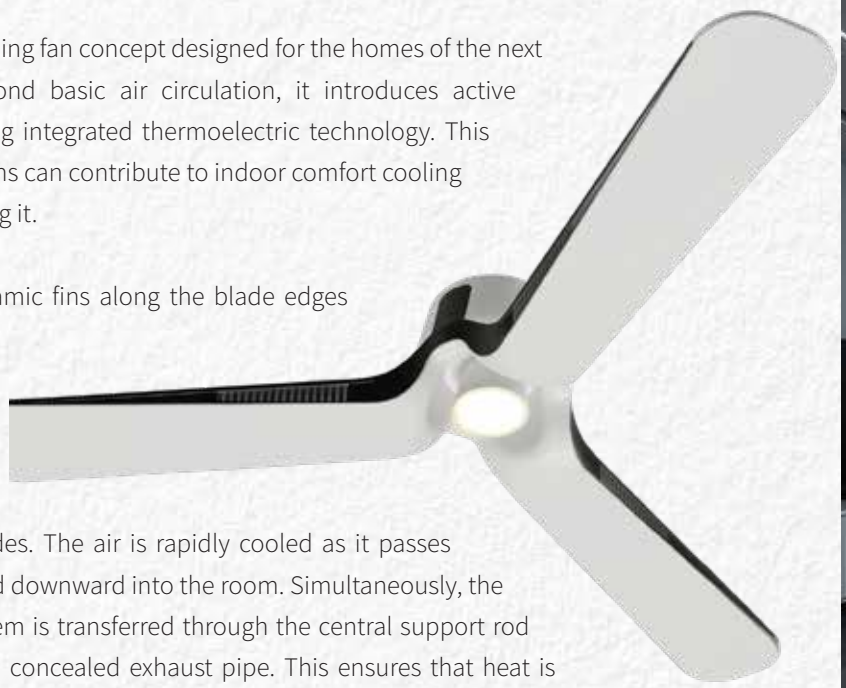
Credentials are in the acknowledgements.

AeroVents

Ceiling Fans integrated with Air Conditioner

by Team Future Factory

AeroVents is a visionary ceiling fan concept designed for the homes of the next 50–60 years. Moving beyond basic air circulation, it introduces active thermal management using integrated thermoelectric technology. This approach redefines how fans can contribute to indoor comfort cooling air instead of merely moving it.



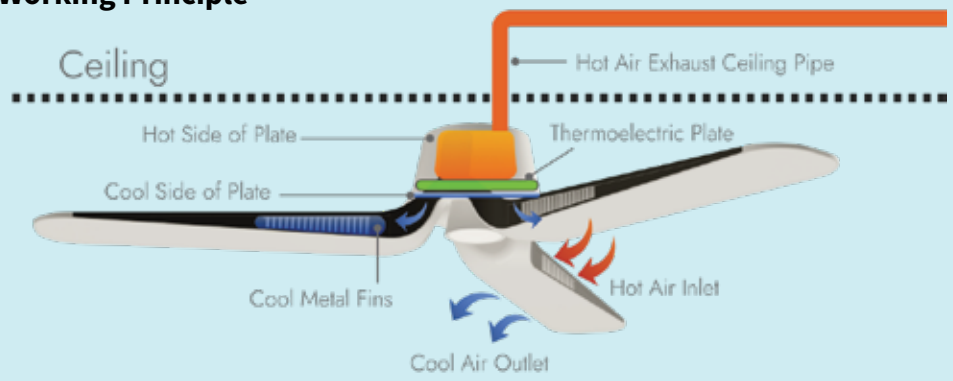
As the fan spins, aerodynamic fins along the blade edges open to create air channels. These guide rising hot air from the ceiling through thermoelectric modules embedded within the blades. The air is rapidly cooled as it passes through and is then pushed downward into the room. Simultaneously, the heat absorbed by the system is transferred through the central support rod and vented outdoors via a concealed exhaust pipe. This ensures that heat is removed from the indoor space, not just recirculated.

Technical Highlights

- Thermoelectric cooling modules within the blades
- Aerodynamic fin design enhances air contact
- Central exhaust vents heat through the ceiling
- Automatically adjusts to ambient temperature
- Energy-efficient with minimal mechanical complexity

AeroVents offers a glimpse into the future of climate control where form, function, and sustainability converge. It shows how even the most familiar appliances can evolve through thoughtful integration of advanced technologies.

Working Principle



Credentials are in the acknowledgements.

CelestiFan

Intelligent, Invisible and in Harmony with Nature

IUOVA Design Company

We believe future ceiling fans will be unrecognizable from their early ancestors. No longer just rotating blades, they will become Intelligent climate companions, merging AI, Biomimicry, and clean energy in service of both human comfort and planetary health. At core will be Hyper-Intelligent integration. They'll respond to voices, gestures, emotional states, and biometric feedback in real-time.

Vatsal Gudhka

The Invisible Vortex Fan—a Levitating ring using magnetic suspension and Ionized air manipulation will silently create airflow without physical motion. These systems will generate their own energy through kinetic harvesting, solar nanofilms, or ambient electromagnetic fields, making them net-positive devices.

Every home fixture, including fans, will serve a dual purpose: enhancing life and healing the planet. Materials will be grown from bio-composites, mycelium structures, or even algae-based polymers that absorb CO_2 as they operate.

We imagine **CelestiFan** a futuristic reimagination of the ceiling fan and chandelier—where invisible blades and a sculptural motor housing turn airflow into art. CelestiFan also integrates air purification, ambient lighting, mosquito repellents, and speakers. Rooted in sustainability, it aims to reduce global carbon footprint.

Future fans will be Intelligent, sustainable, and deeply personal. It will go beyond function—becoming a design statement. More co-human than an appliance. Blades may vanish entirely.

Credentials are in the acknowledgements.

Infinity

The blended loop fan

Dubey Design

Infinity fan features ceiling fan with blended blades in a loop symbolizing like a infinity loop blended 3 blades act like a 6 blades fan and can increase air delivery significantly, while blended area acts like an inbuilt winglet that improves aerodynamic efficiency and reduces air cutting noise.

Blended loop blades create an eye-catching view with an indirect light embedded on the center of the loop that gives a subtle yet profound feeling of luxury.

Light can be used in both ways as an indirect light mode or direct down light mode with standard 3 modes of warm white, cool white and pure white.

Brijesh Dubey

Swirling Canopy design follows same philosophy of openness and blending of elements for a monolithic and organic embodiment for a sense of tranquillity.

With such unique blade design fan can generate more air delivery while operating as lesser RPMs resulting in less power consumption by motor which in turn makes this fan much more efficient than traditional ceiling fans.

Such unique product design can evoke emotion, attract attention, and send a specific message to an audience. Companies can even use them to create a strong brand association which signifies innovation, brand identity and disruptive nature of product positioning.

Parimalahori

The Fragrant Breeze

Prakash Khanzode, Onio design

In the evolving Indian home, the ceiling fan is quietly stepping into a new role — not just as an air- circulator, but as a mood-setter. A smart fan responds to the difference between morning focus and evening calm. By blending airflow with gentle scent diffusion and adaptive lighting, fans can now shape the emotional tone of a room as much as its temperature.

Morning routines might be paired with crisp citrus notes and bright, energizing light, while dusk could invite warmer air patterns, soft amber glow, and the subtle comfort of lavender. As part of a collaborative wellness ecosystem — where ceiling fans, desk fans, and lights work in sync — the fan becomes an invisible choreographer, tuning the space to suit both time and temperament.

This multi-sensory design direction reflects a larger truth: Indian homes are moving beyond utility, toward experiences that nourish body and mind. With its new ability to blend scent, light, and air, the humble fan is poised to become an essential part of that journey.

Visual Elements-

- Earthy and natural wooden tones
- Transparent blades for minimal visual noise
- Wooden finished trims that create pleasant leaflike natural pattern when rotating
- The hub holds the aroma dispenser mechanism that is controlled by the smart app, enabled by AI
- Mild and pleasant downlight

Credentials are in the acknowledgements.

With visionary policies and strategic support, the Indian Government is empowering the fan industry to innovate, grow, and shine on the global stage.

Government Regulation and Support

Bureau of Indian Standards (BIS)

BIS is the National Standard Body of India established under the BIS Act 2016 for the harmonious development of the activities of standardization, marking and quality certification of goods and for matters connected therewith or incidental there to.

BIS has been providing traceability and tangibility benefits to the national economy in a number of ways – providing safe reliable quality goods; minimizing health hazards to consumers; promoting exports and imports substitute; control over proliferation of varieties etc. through standardization, certification and testing.

ISI marking became mandatory for ceiling fans from Feb 2024 and for table, pedestal, wall category from August 2024.

Performance Requirements

As per IS 374:2019, amendment no 1, the minimum air delivery and minimum service value at test voltage and at rated speed when tested in accordance with 8 and 9 shall be as given in the table.

Performance Values for Ceiling Fans

Sr. No.	Ceiling Fan Size mm	Minimum Air Delivery (m 3/min)	Minimum Service Value (m 3/min/W)
1	600	100	1.5
2	> 600 and ≤ 750	115	1.7
3	> 750 and ≤ 900	130	3.1
4	> 900 and ≤ 1050	150	3.1
5	> 1050 and ≤ 1200	210	4.0
6	> 1200 and ≤ 1320	220	4.0
7	> 1320 and ≤ 1400	245	4.1
8	> 1400 and ≤ 1500	270	4.3

Standrads Apllicable for Fans

For Indian Market:

Standards	Type of Fans
IS 374 : 2019	Ceiling Fans
IS 555 : 1979	Table & Wall Fans
IS 1169 : 1967	Pedestal Fans
IS 302-2-80 : 2017	Household and Similar Electrical Appliances — Safety
IS 2997 : 1964	Air Circulator
IS 2312 : 1967	Ventilating Fans
IS 3558 : 1987	Exhaust & Axial Flow Fans

For Exports:

Standards	Type of Fans
IEC 60335	International Standard

Bureau of Energy Efficiency (BEE) Star Ratings

Indian Govt has implemented several initiatives to promote production of energy efficient ceiling fans One Star fan is 30% more efficient than a non-star rated fan and a 5 Star fan is more than 50% energy efficient than a non-star rated fan.

Following table illustrates the energy saving and benefits of a BEE star rated Ceiling fan of 1200 mm (48") Sweep

Hence a consumer can save approx. ₹1000 by replacing a non-star rated ceiling fan with 1 Star rated fan and can save ₹1600 by replacing it with a 5 Star rated fan. More over 5 Star BLDC fans comes with a remote control which adds to convenience to the customers as well.

	Non-Star Rated Ceiling Fan	1 Star Ceiling Fan	5 Star Ceiling Fan
Energy Consumption (W)	>75W	<55W	<35 W
Service Value (CMM/W)	< 3.0	4.0 to 4.5	> 6.0
*Energy Consumption/Year (Units)	432	316	201
Cost of Energy/Year (₹)	3024	2212	1407

**Assuming fan running of 16 hrs in a day for 8 months in a year*

Star Rating Criteria for Ceiling Fans:

Star labelling became mandatory from Jan 2023 for ceiling fans for sweep sizes 600,750, 900, 1050, 1200, 1320, 1400 and 1500. For star rating it follows below criteria

(a) Fans – Sweep size > 600 and ≤ 750 mm
the star level shall be determined using Table 3.1

Star Levels	Rated Service Value
1 Star	≥ 1.5 to < 2.0
2 Star	≥ 2.0 to < 2.5
3 Star	≥2.5 to < 3.0
4 Star	≥ 3.0 to < 3.5
5 Star	≥ 3.5

Rated Service Value: M^3/Min/watt)

(b) Fans - Sweep size > 750 and ≤ 1050 mm
the star level shall be determined using Table 3.2

Star Levels	Rated Service Value
1 Star	≥ 3.1 to < 3.6
2 Star	≥ 3.6 to < 4.1
3 Star	≥ 4.1 to < 4.6
4 Star	≥ 4.6 to < 5.1
5 Star	≥ 5.1

Rated Service Value: M^3/Min/watt)

(c) Fans - Sweep size > 1050 and ≤ 1500 mm,
the star level shall be determined using Table 3.3

Star Levels	Rated Service Value
1 Star	≥ 4.0 to < 4.5
2 Star	≥ 4.5 to < 5.0
3 Star	≥ 5.0 to < 5.5
4 Star	≥ 5.5 to < 6.0
5 Star	≥ 6.0

Rated Service Value: M^3/Min/watt)

Source: www.beestarlabel.com

Star Rating Criteria for Table and Wall Fans:

BEE has started BEE star labelling from March 2023 on voluntary basis. Following sweep sizes would be eligible for grant of star rating under this program 200 mm, 250 mm, 300 mm and 400 mm.

Star Levels	Rated Service Value
1 Star	0.50 ≤ Service Value < 0.65
2 Star	0.65 ≤ Service Value < 0.85
3 Star	0.85 ≤ Service Value < 1.10
4 Star	1.10 ≤ Service Value < 1.43
5 Star	1.43 ≤ Service Value

Rated Service Value: M^3/Min/watt)

Star Rating Criteria for Pedestal Fans:

The following sweep sizes would be eligible for star rating under star labelling program 300 mm, 400 mm, 500 mm and 600 mm.

Star Levels	Rated Service Value
1 Star	0.75 ≤ Service Value < 0.90
2 Star	0.90 ≤ Service Value < 1.08
3 Star	1.08 ≤ Service Value < 1.30
4 Star	1.30 ≤ Service Value < 1.56
5 Star	1.56 ≤ Service Value

Rated Service Value: M^3/Min/watt)

Source: www.beestarlabel.com

Restriction of Hazardous Substances (RoHS) regulation limits use of specific substances in electrical and electronic equipment's, following are restricted substances and their maximum permitted concentrations

- Lead < 0.1%
- Cadmium < 0.01%
- Mercury < 0.1%
- Hexavalent chromium < 0.1%
- Polybrominated biphenyls < 0.1%
- Polybrominated diphenyl ethers < 0.1%

Carbon Emission

In order to make consumers aware, BEE has taken the initiative. Carbon emissions are displayed on the BEE label for table, wall, and pedestal fan categories, and the same will be implemented for ceilingfans as well.

For table wall and pedestal fans, BEE has provided sheet to calculate Electricity savings/year(kWh) and CO2 emission reduction (KgCO2) based on sweep size, air delivery and rated power.

E-waste Disposal

Environmental Compliances:

As per the rules laid down by the Government for environmental concern and safety, the product should be made to comply with and conform to the respective regulations as listed below. The product falls under the E-Waste (Management) Rules, 2022, along with all applicable amendments issued by the Ministry of Environment, Forest and Climate Change.

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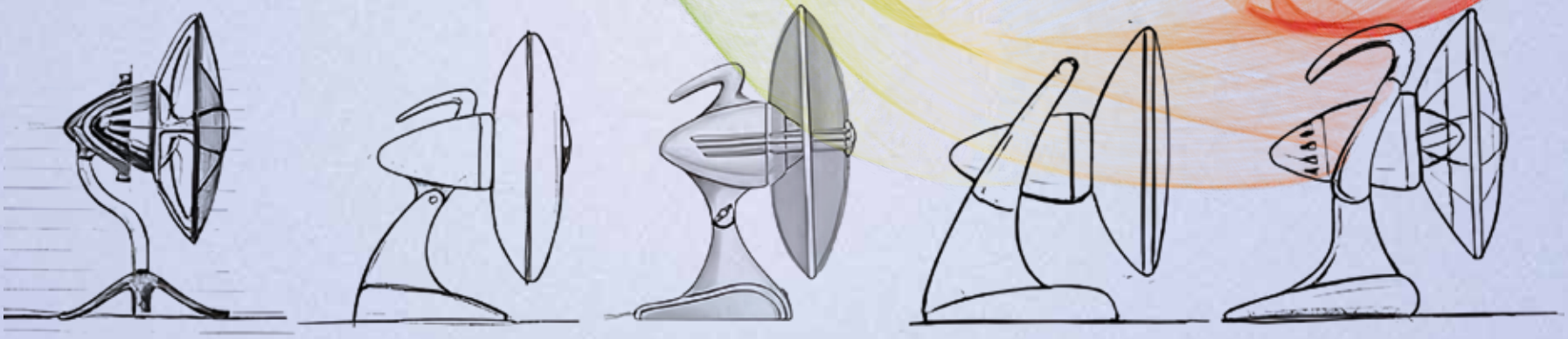

The golden era of the Indian fan industry has just begun.

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