

# New launch

## Orient Electric presents new range of air coolers

Orient Electric, has launched its new range of air coolers catering to diverse needs and spaces. Highlight of this year's new and exhaustive range of coolers is its varied tank capacity, starting from 7 litres to 85 litres. Some distinctive features in its variants are; lowest power consumption of 2.7 watts, DenseNest technology in cooling pads, anti mosquito breeding and anti bacteria feature, dust protection and the highest airflow in the segment. Saurabh Baishakhia, Sr. VP and Business Head, Home Appliances Business, Orient Electric said, "Our new air cooler range has been developed with a focus on changing consumer needs and evolving cooling requirements. All Orient coolers undergo a series of tests internally and are also quality, safety and performance certified by Intertek, an internationally acclaimed UK based certification agency, making sure that the end consumer receives a cooler that is fault-free and gives uninterrupted cooling for years I am confident that our new range of air coolers is going to excite the Indian consumers."

The new range addresses segments of personal, window, tower, desert & slim desert air coolers. Orient coolers have cooling pads with Dense Nest technology which have 45% more water absorbent media, ensuring higher water retention that enables faster and efficient cooling.



## GRAFF launches SOLAR, its eco-friendly, minimalist collection

GRAFF, introduces SOLAR; a new, cutting edge faucet collection. The minimal design consists of a geometrical composition of cubes, rectangles and right angles that align perfectly - both in the opening and closing position. The handles have a rectangular shape that perfectly matches the cubic shape of the body. SOLAR offers a very wide range of elements for the bathroom and the shower and is available in the single-lever version as well as the three-hole option. The washbasin and bathtub faucets exist in the deck-mounted and wall mounted versions, while the washbasin and bathtub floor-mounted faucets complete the range of articles with two astonishing elements. SOLAR mono components are equipped with eco-friendly aerators that allow to save water by reducing water flow from 11 to 7 liters per minute.



## NTL Lemnis introduces high wattage LED bulb for commercial spaces

NTL Lemnis, has added another product 'Pharox Aura Retrofit LED bulb (40W & 50W)' to its product portfolio. This innovative product is an ideal replacement of traditional lighting sources that are used in various places like retail shops & showrooms, commercial spaces and other high ceiling applications. Pharox Aura Retrofit LED lamps can be replaced in the existing bulb holders without any hassle. Its elegant & robust design is suited to Indian power conditions. Aura's mechanical design provides efficient thermal management thus enhancing the long life of product and the plastic enclosure is flame-retardant (reducing the cause of fire in case of lamp failure). The lamp is backed by cutting edge electronics for safety & reliability. "Commercial spaces have an inherent requirement of high luminescence and our product provides just that with the added benefits of energy efficiency" says Arun Gupta, MD, NTL Group



## Ureka Forbes unveils Dr. Aquaguard Fusion

Ureka Forbes has introduced a new customised water purification solution - Dr. Aquaguard Fusion which gives healthy water with the benefit of instant cooling. This is an ideal water purifier for homes where everyone has different tastes, likings and requirements in terms of water temperature. Additionally, it also eliminates the hassle of refilling bottles and putting them in the refrigerator.

Powered by the advanced Biotron™ technology, Dr. Aquaguard Fusion magnetizes and de-clusters water molecules and unlocks the essential nutrients in water for better absorption. Equipped with the revolutionary patented NutriTron+™ cartridge, the purifier fortifies the water with calcium, magnesium, copper and zinc and at the same time balances the pH of water, making it healthy. These minerals enhance the taste of the drinking water by removing residual dissolved harmful gases like VOCs.

