



KURA INDIA (Market Analysis)

BLDC FAN 12V DC

only four appliances: room air conditioners, refrigerators, television sets, and ceiling fans: India has potential to save 60 million units of electricity (source)

How BLDC FAN is better than Regular fan

Sr. No	Parameter	Traditional Fan	KURA BLDC FAN	Saving
1	Wattage	75	26	49
2	Yearly Units Consumption (assuming 20 hrs usage everyday)	550	190	360
3	Yearly Electricity Cost (at Rs 8 per unit)	Rs 4400	Rs 1520	2880
4	Cost of Buying	Rs 1200	Rs 1600	

This is just a single fan calculation, if you are use four the figure is different

Why BLDC is efficient

- 1 Performance is improved by improving the induction motor
- 2 Use of BLDC (or Brushless DC technology)
- 3 Improving the design of the blades.
- 4 Low noise through the use of better quality blades;
- 5 Lowest power consumption reasonably possible.

Various Brand

Parameter	Model: Ecotech	Model: Ecogale	Model: Super A1	Model: Gorilla Fan
1 Sweep/Size	1200 mm	1200 mm	1200 mm	1200 mm
2 Power Rating	32 Watts	32 Watts	35 Watts	28 Watts
3 Air Delivery	220 m3/min	220 m3/min	220 m3/min	230 m3/min
4 Speed	320 RPM	320 RPM	350 RPM	
5 Price (online price)	Rs 4607-4850	Rs 6507-6850	Rs 3200-3400	Rs 3500