Share of Voice (Smart Fans) Best Smart Fans Premium Smart Fans Smart Fans Smart Fans in budget Company Company Company Company 48.03% 52.58% 42.62% 56.90% 14.43% 18.11% 8.62% 6.19% 13.39% 4.12% 3.09% 2.06% Polycab 3.45% LONGWAY 1.03% Usha 1.72% _ONGWAY 1.72% 4.10% LONGWAY 1.64% Activa Crompton Activa Atomberg Crompton Havells Orient Electric Atomberg Havells Crompton Orient Electric Bajaj Bajaj Activa Usha LONGWAY Best Smart Fans in India Premium Smart Fans in India Smart Fans in budget in India Smart Fans in India Company Company Company Company 38.56% 38.69% 17.65% 14.38% 8.70% 8.03% 5.80% Bajaj 1.90% 5.07% LONGWAY 0.63% 3.65% 3.65% LONGWAY 1.46% Crompton Activa Polycab Usha Orient Electric LONGWAY Usha Activa Crompton Atomberg Havells Crompton Orient Electric ONGWAY Atomberg Havells Bajaj Activa Bajaj