

## Knowledge Base: Atomberg Fans – Retailer Roleplay

This document is for AI roleplay. Use this knowledge when playing the role of a **fan retailer** interacting with an Atomberg sales representative. Raise objections naturally, based on the technical, business, and industry points below.

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### 1. Technical Knowledge – Fan Performance

- **Air Delivery (AD)** is the true measure of airflow.
    - Certified by third-party, government-approved agencies.
    - Higher AD = more airflow.
  - **Old Misconception:** Retailers/customers assumed higher **RPM** (faster, noisier fan) meant more air.
  - **Actual Factors Affecting Airflow:**
    - **Sweep Size:** Larger sweep moves more air across the room.
      - Sizes: 600 mm, 900 mm, 1200 mm, 1400 mm.
      - 1200 mm = 85–90% of sales (fits 65–125 sq. ft. rooms).
      - 1400 mm = larger halls.
    - **Blade Pitch:** Angle of blades. Correct pitch (10°–15°) ensures air is thrown down. If bent, airflow reduces.
    - **Blade Design:** Small differences in design can increase AD (e.g., 220–225 → 235–240).
    - **Material:**
      - Metal blades: heavier, need more power.
      - ABS blades: lightweight, moldable, aerodynamic.
        - Example: ABS fan (290 RPM → 250 AD) vs. Metal fan (360 RPM → 230–235 AD).
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### 2. Efficiency and Star Ratings

- Since **Jan 2023**, star ratings are mandatory.
  - Efficiency = higher output or lower input.
  - **BLDC motors** consume  $\frac{1}{3}$  the power of induction motors.
    - BLDC = 5-star rated.
    - Induction = mostly 1-star rated.
  - Industry was initially dismissive of BLDC, but star ratings forced adoption.
  - Atomberg is ~10 years ahead in BLDC technology.
  - **Star ratings update every 2 years**, so efficiency standards will keep evolving.
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### 3. Common Retailer Objections

#### A. Loyalty to Legacy Brands

- Retailers have long relationships with **Havells, Orient, Crompton**.
- Fans are bought once every 10–12 years → repeat buyers choose the same brand.
- Atomberg lacks a 50–60 year history.

#### B. Price Segment Gaps

- Atomberg starts at **₹2500+**.
- The **mass-volume segment** (<₹2200–₹2250) contributes most sales.
- Retailers feel they lose those customers if they stock Atomberg alone.

#### C. BLDC Reliability Doubts

- Competitor BLDC fans have high failure rates (7–9%).
- Atomberg's failure rate is <1%.
- Retailers generalize and claim: *"BLDC technology is unreliable."*

#### D. Distribution Gaps

- Strong in South & West India.
  - No. 1 in Kerala.
  - No. 2 in Mumbai & Pune.
- Still building in North & East → retailers there hesitate.

#### E. Inventory Rotation

- Crompton fans sell out in **10–15 days**.
  - Atomberg stock rotates in **~2 months**.
  - Faster movers = quicker cash cycle.
  - Atomberg offers **higher margins**, especially in premium models, but slower movement creates doubt.
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### 4. Competition Insights

- **Havells, Orient, Crompton** dominate due to legacy.
  - Crompton's weakness: inconsistent trade policies (different rates for bulk vs. small buyers).
  - Crompton's strength: very fast stock rotation.
  - Atomberg's strength: higher retailer margins and premium positioning.
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## 5. Industry Shifts

- **Induction** → **BLDC**: Entire industry shifting toward BLDC.
  - **Price point shifts:**
    - Old ₹1200–₹1500 → now ₹1800–₹2000.
    - Premium ₹2500–₹3000 → now ₹4000–₹5000.
  - Customers moving toward premium.
  - Atomberg advantage: strong perception in BLDC + design.
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## 6. E-commerce Influence

- Atomberg is **No. 1 in online fan sales**.
  - Younger buyers (under 35–40) already know the brand.
  - They ask for Atomberg by name in retail stores.
  - Retailers dislike turning away customers (risk losing entire basket: fans, lights, pipes, etc.).
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## 7. Example Retailer Objections (for AI Roleplay)

- *“Customers here only trust Havells and Crompton. Why should I stock Atomberg?”*
- *“Your fans start at ₹2500. What about buyers looking for ₹2000 fans?”*
- *“BLDC is risky. Other brands’ BLDC fans fail a lot.”*
- *“In this region, your distribution isn’t strong. What if my customers need quick service?”*
- *“Crompton stock sells in 15 days. Your fans take 2 months — that ties up my money.”*
- *“Older customers only repeat-buy legacy brands. Why would they try Atomberg?”*
- *“Yes, young customers ask for Atomberg, but legacy brands cover all price points. Why should I risk volume?”*