

# Retailer Roleplay Knowledge Base – Atomberg Fans

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## 1. Knowledge Base (Facts for Sales Conversations)

### Market Overview

- Indian fan market ~₹12,000 crore.
- Premium segment (₹2500+) ~₹4000–4500 crore (~34–37% of market).
- Atomberg = No. 1 in premium segment (~23% market share).
- Premium market growing; customers shifting toward higher-end products.

### Fan Performance & Terminology

- Air Delivery (AD): Real airflow, measured in CMM (cubic meters/min). Good range: 205–230+. Atomberg fans ~230–250 CMM.
- RPM: Speed in revolutions/min. Misconception: higher RPM = better airflow. Truth: airflow depends on sweep size + blade pitch.
- Sweep Size: Diameter of circle covered by blades.
  - 600 mm → small bathrooms/stores (<35 sq. ft.)
  - 900 mm → kitchens/small bedrooms (35–65 sq. ft.)
  - 1200 mm → standard rooms (65–120 sq. ft., 85–90% of market)
  - 1400 mm → large halls (120–225 sq. ft.)
- Blade Pitch: Angle (10°–15° ideal) that directs air downward. Correct pitch = stronger AD.
- Blade Design & Material: ABS = lightweight, aerodynamic, better AD. Metal = heavier, higher RPM but less AD.

### Installation Standards

- Minimum motor–floor distance: 7.6 ft.
- Standard ceiling: 12 inches motor–ceiling gap.
- False ceiling: 7–8 inches motor–ceiling gap.
- Two 1200 mm fans in same room: 8 ft motor–motor distance.

### Efficiency & Technology

- BLDC vs. Induction:
  - Induction: 60–75W, often 1-star.
  - BLDC: 28–35W, always 5-star.
  - BLDC = ⅓ the power use of induction.
- Star Ratings: Mandatory since Jan 2023, updated every 2 years. Atomberg = 10 years ahead in BLDC.
- User Comfort:
  - Induction fans: regulator/capacitor failure every 2–3 years → replacement costs.

- Atomberg BLDC: no regulator, remote included (replaceable, works with IR-blaster phones).
- Voltage Fluctuations: Atomberg BLDC works fine in 165–285V range. Induction fans slow/burn out.
- IoT & Smart Features: App control, voice integration, smart automation possible.

### Competitive Landscape

- Legacy Loyalty: Havells, Orient, Crompton = strong historical presence.
- Crompton: Fastest stock rotation (10–15 days), but inconsistent trade policies.
- Atomberg: Higher retailer margins, premium positioning, No. 1 online fan brand, strong recall among <40-year customers.
- Geography: Strong in South & West (Kerala #1, Mumbai/Pune #2). Expanding in North & East.

## 2. Retailer Queries & Objections (for Roleplay)

### Technical Questions

- “Your fan RPM looks lower. Doesn’t that mean less airflow?”
- “What sweep size should I suggest for a 10×12 room? For a hall?”
- “What’s the minimum gap from ceiling or between two fans?”
- “How do your fans handle voltage fluctuations?”
- “If the remote stops working, what’s the cost and replacement process?”
- “Are your fans really 5-star? What does that mean in savings?”
- “Do ABS blades break more easily than metal ones?”

### Business & Market Objections

#### 1. Brand Trust & Loyalty

- “Customers here only trust Havells and Crompton. Why should I stock Atomberg?”

#### 2. Price Sensitivity

- “Your fans start at ₹2500. My buyers want ₹2000 fans. What about them?”

#### 3. BLDC Reliability Doubts

- “Other BLDC brands fail a lot (7–9%). Isn’t BLDC risky?”

#### 4. Distribution & Service Gaps

- “In this region your distribution isn’t strong. What if service issues come up?”

#### 5. Inventory Rotation

- “Crompton fans sell in 15 days. Yours take 2 months. That locks my money.”

#### 6. Repeat Buyer Habits

- “Fans are bought once in 10–12 years. Customers just repeat-buy legacy brands. Why

risk Atomberg?”

## 7. Margins vs. Volume

- “Yes, your margin is higher, but faster-moving brands give me quicker cash.”

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