



INDIA'S MOST ENERGY EFFICIENT FAN



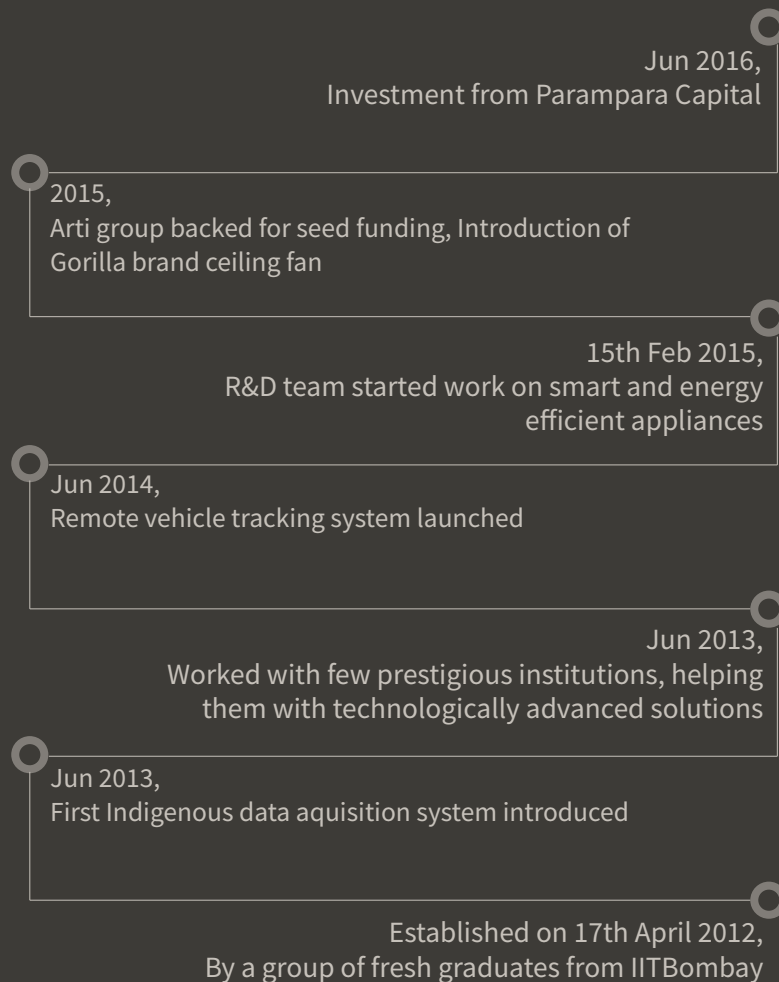
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ATOMBERG TECHNOLOGIES

Today's household appliance scenario faces a massive gap. On one hand, there are appliances which have standard features, but consume a lot of electricity in the process. On the other hand, there are energy efficient appliances which simply cannot compete with others based on parameters like design, looks, price, etc. With this, it is also important to bring comfort to the lives of the consumer by coming up with intelligent, smart and connected appliances. Keeping in line with our vision and values, we have developed India's most energy efficient fan, Gorilla. We believe in achieving our dream of creating revolutionary products that while solving India's energy crisis, will also give Indian customers a completely new level of comfort and make their lives easier.



PRODUCT

IVORY



MATTE BROWN



WHITE



FEATURES



Super energy efficient
BLDC Motor



Highest service value
(Air Delivery/Watt)



Runs 3 times longer
on inverter



No humming noise



No heating of fan even after long
hours of runtime resulting
in extra long life



Consistent performance even
at low voltage and power
fluctuation



Easy speed control
using smart remote



Timer feature to auto
switch-off the fan



Sleep mode that reduces the
speed after set hours and
saves energy

RATINGS



ISO 9001:2008 and ISO
14001:2004 certified



BEE 5-Star rated



Compliant with the
requirements of IS 374:1979

HIGHLIGHTS



Smart remote



65% Savings



3 Years Warranty




THE PERFECT BLEND OF STYLE AND SAVINGS

A comparison of how much you save annually with Gorilla Fans

	Gorilla Energy Efficient Ceiling Fan	Ordinary Fan
Wattage (W)	28	75
Energy use per year*	134.4	360
Electricity cost per year in INR*	806.4	2160

Saving per year - Rs 1353/year*

Usage - 16 Hours a day for 300 days in a year

Savings in Different Scenarios					
					
SAVING IN A BANK		SAVING AT IIT/IIM		SAVING AT HOME	
Largest bank of India					
No. of branches	13000	Usage	300 days a year, 12 hours a day	Usage	300 days a year, 16 hours a day
Fan runs for 280 days a year	10 hours a day	Cost of electricity	Rs 6/unit	Cost of electricity	Rs 6/unit
No. of fans per branch	10	Aprox. no. of fans	2500	No. of fans in a home	05
Saving in 5 years	51.32 crores	Saving in 5 years	1.27 crores	Saving in 5 years	₹ 33825

*When compared to a 75W fan

Electricity consumption at top speed, cost of electricity- Rs 6/unit



TECHNICAL SPECIFICATIONS

Warranty (Years)	3 Years
Blade Span (mm/inch)	1200/48
RPM	380
Service Value	>8
Input Voltage (V)	140-285
Power Consumption (W)	28
Frequency (Hz)	48-52
Air Delivery (CMM)	230
Power Factor	> 0.98
No. of Blades	3
Voltage THD	<3%
Current THD	<10%
Bearing (Double)	Deep Groove Double Sided Steel Shielding
Remote Control (12 Keys)	Speed Control, Timer and Sleep Mode

WHY GORILLA FANS

Energy saving: Gorilla fans are proven to reduce power consumption due to our patent pending BLDC technology and research focused approach.

Attention to details: We check every part for its performance to provide you a noiseless experience.

Smartest motor with warranty: All Gorilla fan motors come with a 3 year replacement warranty.

Innovative and smart controls: Our fans are backed by an electronic system, which is developed in-house, to provide you the best experiences from our products.

Rigorous testing: We hold ourselves to higher-than-industry standards by performing a shake test, a drop test and randomized quality assurance tests.

Service & response: With a customer oriented nature, our service team strives to take action on any customer query within 24 hours.

ATOMBERG TESTIMONIALS

Extremely satisfied with this product, the fan runs at high speeds even at the lowest setting and considering the energy usage, I would recommend this to all futuristic home dwellers.

- Anoop Radhakrishnan

2016-06-14

Hi, when I saw the product I was sceptical, and went ahead taking it out for my home, wow I was amazed, we at Ashok Leyland, checked it out with our testing bench found it right as it was advertised, no false boards all that is mentioned was true, so we ordered 2 more, hats off...looking forward for table fans, air condition motors...thank you.

- J bala Krishnan

2016-06-21

ATOMBERG BLDC TECHNOLOGY

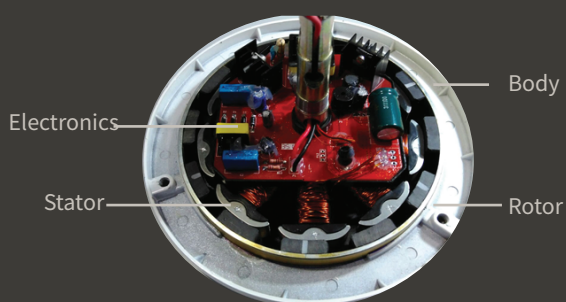
BLDC stands for Brushless Direct Current. BLDC motor has no mechanical brush for commutation of the windings. Commutation is deployed with the help of smart electronics. The input voltage provided is 230V AC which is converted to 24V DC by a SMPS. The fan runs internally at 24V and consumes just 28W at full speed.

ADVANTAGES

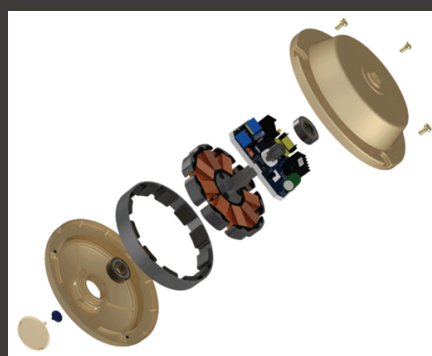
- Elimination of friction & associated power loss.
- Better flexibility over controlling motor speed.
- No spark and minimal electrical noise as no slip ring or mechanical brushes are used.

*Key features of Gorilla's BLDC design

1. Extremely low heat loss
2. Smart motor tuning algorithm
3. Optimized motor design and material
4. Optimized stator and rotor design
5. Sensorless design



Remote sensor & LED indicator









Expanded view of motor with various parts

CASE STUDY

This case study highlights the case of a well-known ceramic factory in the ceramic hub of Thangadh. The case study of the retrofit of ceiling fans shows that energy-saving retrofits are practical and profitable and the recovery period is less than a year.

FACTS

					
Location Thangadh, Gujarat	Climate Zone Extremely Hot	Environment Dusty, High Voltage Fluctuation	Building Area 80000 sq ft	Building Owner Ashok Bhai	No. of Fans 500

DETAILS

In the traditional ceramic manufacturing process, there are a lot of sub-processes like milling, batching, mixing and drying. Drying is the process of removing the water or binder from the formed material. And in small scale ceramic industries, ceiling fans are used for this purpose. The fans are used 24*7, and are switched off only when the plant is shut down for maintenance. Before switching to Gorilla Fans, the entire factory had fans which were consuming 80 watts at full speed. Apart from this, the ordinary fans could not sustain the hot and dusty environment and had to be replaced every 12-15 months. But once the ordinary fans were replaced by power saving Gorilla fans, the scenario changed drastically. Gorilla fans, using superior BLDC technology, consume just 28W at full speed. This resulted in huge savings in electricity bill. And because there is no heating of the motors, it could sustain the extreme conditions easily.

REDUCTION IN ELECTRICITY BILL

This is the calculation for the monthly savings in the electricity bill

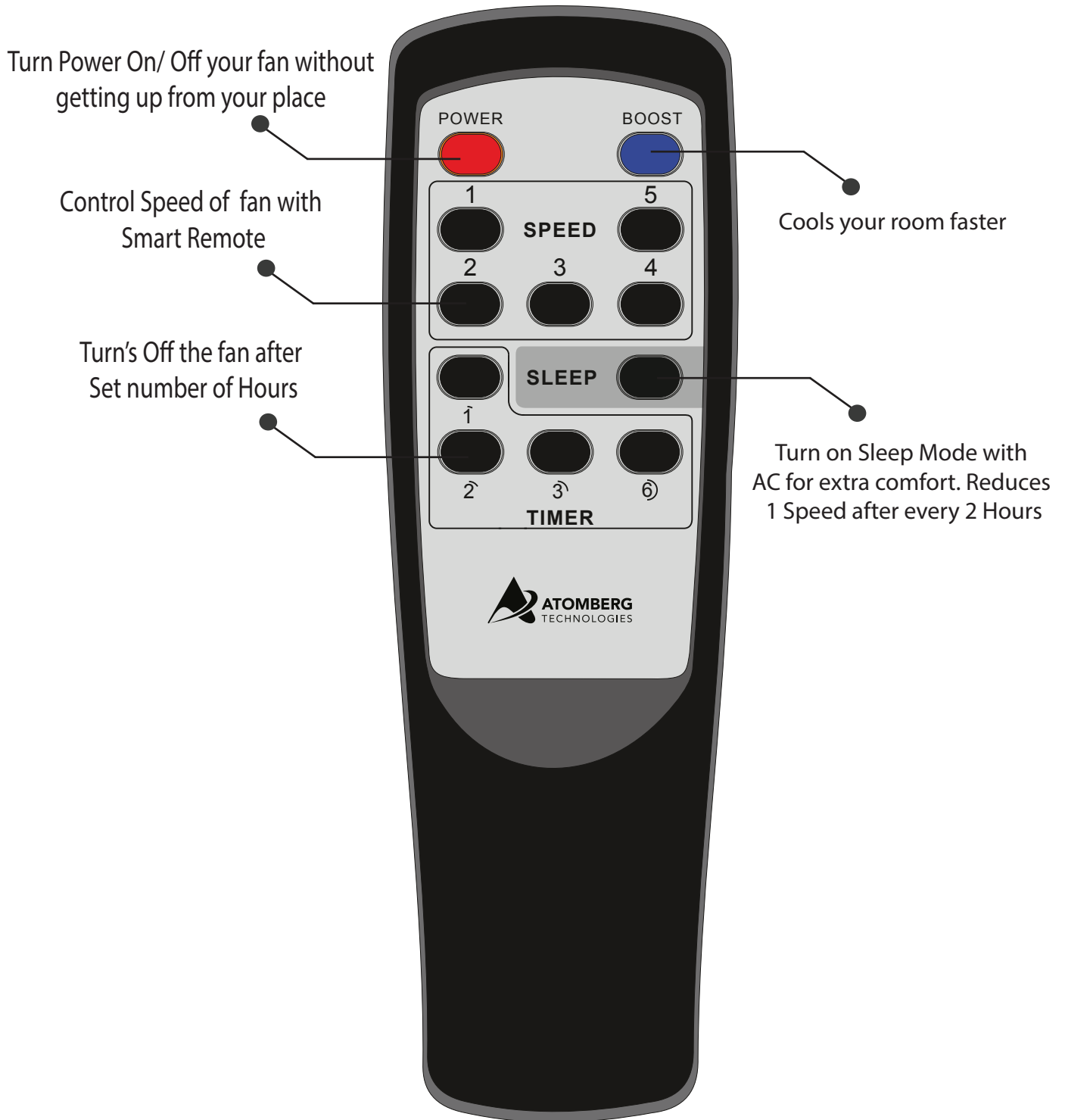
	Ordinary Fans	Gorilla
Wattage	80	28
Units Consumption	$(500*80*24*30)/1000$ 28800 kWh	$(500*28*24*30)/1000$ 10080 kWh
Amount of Bill(in Rupees)	$28800*7$ 201600	$10080*7$ 70560
Savings in a month(in Rupees)	131040	

THIS IS WHAT ASHOK BHAI HAD TO SAY ABOUT HIS DECISION TO CHANGE THE FANS.

“Being a typical Gujarati businessman, initially, I laughed at the idea of buying such high priced ceiling fans. But once I did a pilot with 30 fans, I saw the results for myself. The fan actually pays for itself within a year. And more than the saving, what impressed me was the quality of the fan. It has been more than 6 months and each one of the 500 fans is running smoothly. The fans run continuously, 24*7 and are switched off only during weekly maintenance. I am planning to change the fans for all my 8 factories over the next few months”

– Ashok Bhai, Owner

REMOTE



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OUR CERTIFICATIONS



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