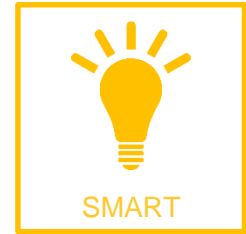
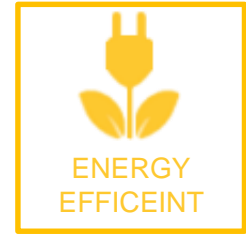




**ATOMBERG**  
TECHNOLOGIES



Presented by **Anand Savalia**

**M. Tech (IIT Bombay)**

**Director** – Avalanche Technologies, Rajkot (Distributor- **Atomberg** Gorilla BLDC Fans)

**Founder & CEO** – Kavyam Energy Pvt. Ltd., Shapar, Rajkot (Manufacturing Hub - **Atomberg** Gorilla BLDC Fans)

**Director** – RAJKOT ENGINEERING ASSOCIATION (**REA**)

# About Us

## Who are we?

- Group of **IIT-IIM Alumni** who have manufactured and developed **India's most energy efficient ceiling fan** named **"Gorilla"**
- Sold more than **2,00,000 ceiling fans** since launching the product in November 2015
- Awarded **the National Entrepreneur Award 2017** in category Renewable energy and waste management by Shri Arun Jaitley.

## Our Clients



PARK HYATT®



Infosys®



INTERNATIONAL INSTITUTE OF  
INFORMATION TECHNOLOGY  
HYDRABAD



IDFC  
IDFC LIMITED



hindware

# Product Details



## Value Proposition

65% saving in electricity- Saves Rs 1000- Rs 1500/year

3 Years Product Repair Warranty

Operates smoothly in voltage fluctuation( Wide operating Voltage Range of 110-285V)

Remote Controlled Fan with Timer and Sleep Mode

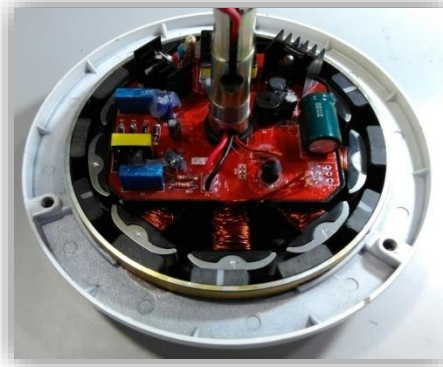
28 W Power Consumption at Full Speed & 30 W in Boost Mode

No Humming Noise

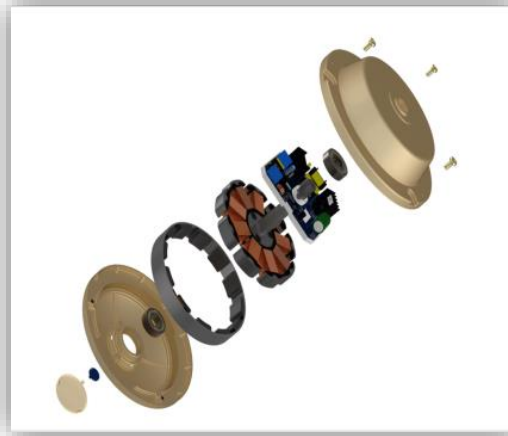
Same Air Delivery and RPM compared to 75-80 W fans

BEE 5 star rated

# BLDC Technology- How it works?



- Integrated **power module** converts 230V AC to **24V DC**
- **Proprietary algorithm** running of **smart motor driver** that controls the motor efficiently
- **Permanent magnet** rotor and **sensor less** design
- Almost **no heating** loss in motor
- No Jerk during starting (**Soft Starting**)



## Comparison between Ordinary, 5 star rated and Super Efficient Fans

	Ordinary Fan	5 Star Rated Fan	Super Efficient Fan
Wattage	75	50	28
RPM( speed)	380	<b>330</b>	360-380
CMM( air delivery)	230	<b>210</b>	220-230
Power factor	> 0.90 (only at last speed)	➤0.95 (only at last speed)	>0.98 (At Almost all Speeds)
Regulator	Yes	Yes	Not Req( Remote controlled)
Input Voltage	230	230	110-285V
Warranty	1-2 year	1-2 year	3 years
MRP	1300-1600	1800-2100	3500

# Why Industries Should Use Atomberg's Fans ?



## Savings

- Each fan will save Rs 1000-Rs 1500/year depending on usage and electricity rates
- Extra amount paid to purchase Atomberg Fans will be recovered within 1 year



## Sustainability

- Will help Brass Part Industries position itself as a leading environmentally conscious player in the Jamnagar Engineering Association.
- Significant reduction in Industries cost of operations



## Product Features and Quality

- Longer Life of Fan due to Zero Heating & Less Jerk
- Noiseless fan compared to other ceiling fans

# Savings Calculation

	Ordinary Ceiling Fan	Atomberg BLDC Fan
Power Consumption( Watts)	75	28
Yearly Consumption(Units)	$(1*75*12*300)/1000 = \mathbf{270}$	$(1*28*12*300)/1000 = \mathbf{100.8}$
Yearly Electricity Bill (Rs)	<b>1890</b>	<b>705.6</b>
<b>Yearly Saving Per Fan (Rs)</b>	<b>1184.4</b>	

**Assumptions:**

- Usage 12 hours/day, For 300 Days a Year
- Electricity Rate: Rs 7/unit

*In 1 plant with 50 fans each, Brass Industries can **save Rs 59220/year** by choosing Atomberg Fans over ordinary ceiling fans*

# Major Customer around Rajkot



[www.aarohies.com](http://www.aarohies.com)





# Recognition & Awards



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**Tata Power, Mumbai**, which supplies power to much of Mumbai, is offering a 50% subsidy to its customers who want to buy a Atomberg BLDC fan. June 5, 2017



**Tata Power, Delhi** Distribution launches India's most energy efficient BLDC fan of Atomberg, designed by IIT start-up; offers up to 40 percent discount on MRP  
March 26, 2018



# Thank You

**Our Rajkot Office:**

**Avalanche Technologies**

**Govardhan Chowk BRTS, Madhav  
Residency main Road,  
Rajkot**

**Anand Savaliya (9228253625)**

**Meghraj Zala (9925377717)**

**Our New upcoming Jamnagar  
Office:**

**Next Gen Tech**

**Shankar Tekri Udyog Nagar,  
Jamnagar**

**Mr. Rajan (8866125636)**

## Price offer

**Only for the member of Jamnagar Factory Owner's Association**

Sr. No.	Product	Option	Basic Price	GST (18%)	Total Price (Rs.)
1.	<b>Atomberg Gorilla 1200 mm /48 inch (White/Ivory/Matt Brown)</b>	With Remote	2250	405	2655
		Without Remote	2180	393	2573