SUPER EFFICIENT CEILING FANS

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Conserving Now, Preserving Future
The Pain Point

• In Indian/tropical households, Ceiling Fan is the one of the major power consuming appliance
• 246 million fans consume 44280 GWH every year in India alone
• Almost 100% of the ceiling fans installed are induction motor based and consumes 75-80 Watts

What we Do?

• Developed and Manufactured India’s most energy efficient ceiling fan using BLDC(Brushless DC) Technology
• Designed, tested and launched the product in November 2015 and Sold more than 100,000 units in the last 2 years
Product: India’s most energy efficient ceiling fan

**Value Proposition**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
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<tbody>
<tr>
<td>65% saving in electricity</td>
<td>Saves 15$-25$/year/fan</td>
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<td>3 Years Product Replacement Warranty</td>
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<td>Operates smoothly in voltage fluctuation</td>
<td>(Wide operating Voltage Range of 110-285V)</td>
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<td>Remote Controlled Fan with Timer and Sleep Mode</td>
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<td>28 W Power Consumption at Full Speed and 6 W at Lowest Speed</td>
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<td>No Humming Noise</td>
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<td>Same Air Delivery and speed compared to 75-80 W fans</td>
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The Technology: BLDC (Brushless DC) Motors

- 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

**IP/ TRADE SECRET**

- Patent Applied for Design
- Different Manufacturing & Quality Process
- Motor tuning algorithm is a trade secret
Target Markets and Customers

Customer Segments & Size (Indian Market):

Institutes and Industries (B2B): 200 million $  
Retail Consumers (B2C): 800 million $

Pain

• High Electricity Bill
• Voltage Fluctuation

For Whom?

• Institutes and industries having fans > 50

Solution

• Saves upto $30/year/fan
• Consistent Performance from 110-285V
Conserving Now, Preserving Future

Sustainability-Potential

- Number of ceiling fans in India: 246 Million
- Average Running Time: 10 hours/day, 300 days/year
- Potential Energy Savings in a Year if 10% fans are replaced by 28 W Gorilla Fans - 
  - 3690 GWH
  - Potential money saving of $283m
  - CO2 emission reduction-3.6m tonnes

Sustainability-Actual

- Gorilla fans Installed : 100000
- GWH Savings in a Year – 15 GWH,
- Money saving- $1.15m
- CO2 reduction- 14,700 tonnes

Impact

- Employment Generation: 110 people employed
- Fans are being used in multiple village electrification projects
Key Milestones and Achievements

• Revenue Growth: $0.15m in 2015-16, $1m in 2016-17, $3m in 2017-18

• Raised a pre-series A round of $1m from a leading Indian VC

• Sales in other African and South Asian countries

• Captured 5% market share of B2C online market in India

Awards/Recognitions

• Recognized by PM as one of the 200 “Champions of Change” in Indian start up ecosystem financing from a Indian VC

• Winners of Indian National Entrepreneurship Awards 2017

• Global Winners of UNIDO’s GCIP 2016 in EE Category
2018-19
• Revenue Target: $5m
• New Product Launches: Table Fan, Pedestal Fan, Wall Mounted Fan and Exhaust Fans (All BLDC)

2019-20
• Revenue Target: $12m
• New Product Launches: Industrial Fans and HVLS (High Volume Low Speed) Fans

2020-21
• Revenue Target: $20m

Looking to raise a round of $4-5m in a series A round for new product development and marketing

Long Term Vision To become the Tesla of Household Appliances
Thank You