

Press Release

Luminous introduces Desert Storm – No. 1 fan in air delivery

250 CMM of air throw with negligible noise makes the fan an irresistible choice

Chennai, May 29, 2017: Luminous Power Technologies, a leading home electricals specialist in India is on a new product launch spree, especially in fans. Adding one more feather to its cap, Luminous today introduced another new fan, called **Desert Storm**, as a part of its successful “Hi Air” series of fans. The “Hi Air” series by Luminous, as its name suggests, is characterized by **Highest Air Delivery** output.

Desert Storm gives an air delivery output of 250 CMM, making it the **best performing fan in the category**. It has an extra strengthened motor with more copper which is the cause of the extra air delivery. A speed of 350 RPM ensures that this high air delivery output comes with almost negligible air cutting noise.

Vipul Sabharwal, Managing Director, Luminous Power technologies said, *“With Desert Storm, Luminous has taken a huge leap forward in terms of Air Delivery. Just like Sachin’s inning, which blew the competition away and blew away the minds of the audience worldwide, we believe that this fan, which is best in the industry, will blow away the minds of the consumers with its performance and air delivery.”*

The name of the fan “Desert Storm” is a tribute to one of the most memorable feats by Luminous’ brand ambassador Sachin Tendulkar in the Coca Cola Cup of 1998 held in Sharjah best known the "sandstorm innings" or "Desert Storm" for Sachin Tendulkar's back to back centuries against Australia.

About Luminous Power Technologies

Luminous Power Technologies is the leading electrical specialist in India having a vast portfolio comprising of Power back up solutions such as Home UPS, Inverter Batteries and Solar Applications to Home Electrical offerings such as Fans, Wires, Switches and LED Lighting. With 28 years of existence, 7 manufacturing units, more than 28 sales offices in India and presence in over 36 countries, our 6000 employees serve more than 60,000 channel partners and millions of customers. Our motto has always been Customer Delight through Innovation & Passion with focus on Execution & Team-work.