



SCALE UP PROGRAM Cohort 2017

Atomberg has created an energy efficient ceiling fan called 'Gorilla Fan' that solves India's Energy Crisis. This fan cuts down electricity bill due to fans by 65%. It is India's most energy efficient ceiling fan, consuming just 25W, as compared to the majority which consumes 75W. The product has been created using high quality super efficient BLDC motors. It also comes with a smart remote and currently has the highest air delivery efficiency in the market.



ATOMBERG
TECHNOLOGIES



On one hand 30% of India i.e. 400 million people do not have access to electricity



Here we have electricity only for 4-5 hours

Impact of the innovation:

If all fans in India are replaced by Gorilla, 5 Crore Indians will get access to electricity, even if there is no increase in electricity generation

- **Business Challenge faced:**

1. Manufacturing Challenge
2. Go to Market strategy

- **Mentors:**

1. Nirlay Sheth, Head of Procurement- Marico Limited
2. Ashish Goupal, Head of Trade Marketing, Shopper Marketing & Demand Planning - Marico Limited
3. Sudhir Trehan, ex Managing Director at Crompton Greaves Limited

