

WHY GORILLA?

"Why Gorilla?" asked Mr. Raghu to my friend Gopi.

Gopi narrated to me how he answered to Raghu in the following episode:

Gopi: Gorilla BLDC Fan is cool even when I am hot! It is silent even when I am howling at anything! It is friendly and shuts off when I leave my office! It slows down by two steps when I am feeling lazy to get up from bed and lower its speed at 4 am in the morning; what a relief!

Raghu: That's ok. How about in the long run?

Gopi: When it comes to fans, we must remember that they are like life companions. They serve for 15 to 20 years! Can we apply the same buy strategy like we do when buying irresistible mangoes or delicious Hyderabadi biryani? The most delicious at the lowest price serves for one time and takes us to an appetite cloud 9 for about three to six hours. Do we buy a fan for one night? NO! Fans serve you for a generation!

Raghu: But how does it matter, all I need is some cool air so I can sleep well. Why should I pay a high price, when any fan can give out air?

Gopi: You are right! A normal ceiling fan consumes 75 to 100 watts, delivers you air worth 25 watts along with heat worth 50 to 75 watts and noiseaawooooounnn. aawooooounnn aawooooounnn. Like you said, you turn on a fan for cooling down not for heating up! The heat a normal induction fan gives out is not free! it adds to the bill too!

Raghu: You mean Gorilla fan motor does not heat up?

Gopi: Gorilla fans deliver cool air worth 25 watts while consuming just 28 watts! Their specially designed bearings keep them cool and silent to give you a sense like a cool breeze from the sea!

Raghu: There must be some maintenance cost involved?

Gopi: A normal induction fan needs a capacitor to start and run. Capacitors are known to fail. The noisy bearings are prone to failure. The BLDC technology of Gorilla does not need any capacitor and can take a wide voltage variation from 140 to 285 VAC.

Raghu: How about speed control?

Gopi: If you have a Gorilla fan, there is no need to hit the wall for On-Off-Speed control. It comes with a handy remote to be used at your disposal. Yes, one remote can master all the fans at your home/ office. With Gorilla, you will not see the chimney effect mark on the wall where you miss the regulator and heat from it.

Raghu: Who is the maker of Gorilla fans?

Gopi: Atomberg Technologies, a team of talented youngsters from IIM Mumbai and IIT Powai. They provide an on-site warranty for three years to ensure your satisfaction!

Raghu: How much does a normal induction fan cost?

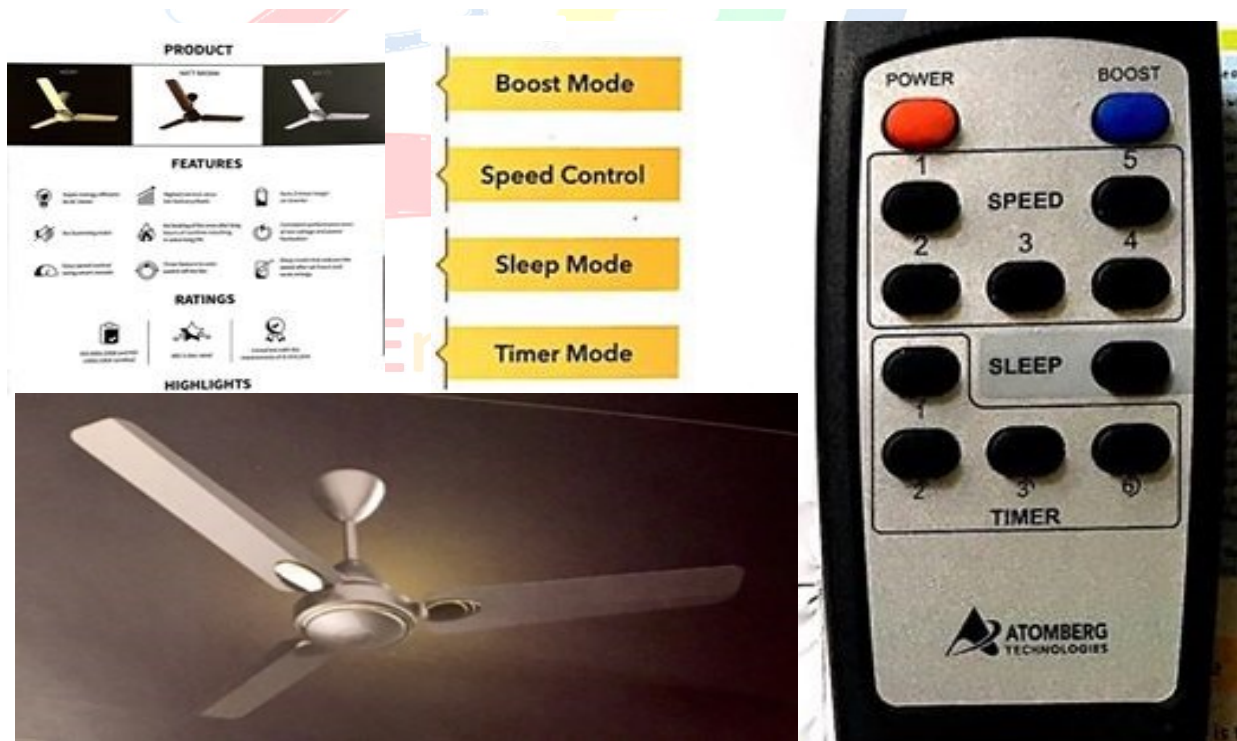
Gopi: Just about Rs 1000 to 1500 down payment. The hidden cost you pay is only Rs 200 to 250 per month in the form of electric bill. That is 2,400 to 3,000 Rs per year or only 36,000 to 45,000 Rs over 15 years.

Raghu: So Gorilla fan must be even more costly then?

Gopi: You are right. Gorilla Fan costs about Rs 3600 Rs down payment and then the monthly bill for the same usage will be about 70 Rs/ month or 840 Rs per year or 12,600 over 15 years. You can choose to pay hidden cost or apparent cost. Hello, Raghu where did you go?

Mr Raghu did not wait for Gopi to complete his answer. He rushed to call me and placed an order for 8 fans of his choice and color!

Enjoy Cool Efficient User-friendly Gorilla fans. What Mr. Raghu missed: Each Gorilla fan he buys has an impact on the environment equivalent to 3 tons of CO2 mitigated OR planting of 5 teak trees over 15 years! That's a surprise gift from the users to the future generations on Mother Earth!



If you like to know more on how we help our valuable customers and meet their needs, Contact us at: 96864 55564 or info@zaiba-energy.com or

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