



ORIENT ELECTRIC TOWER COOLER DESIGN WITH IOT FEATURES

KEY CHALLENGE

Maintaining the smaller foot print with high volume of water tank. Increasing the airflow output with a sleeker blower in its place.

SCOPE OF WORK

- Design Research
- Industrial Design/User Interface design
- Design Engineering, Prototyping
- Design Simulation
- Mold Management

SOLUTION

Tata Elxsi developed a wide air throw openings with optimized and regulated blower to increase the blower performance. Aesthetic treatment was developed to provide a premium look and feel and user friendly interface design.

OUTCOME

Over 1.5 Lacs of units have been sold in the first season which has reinforced the brand's market leadership position in India

