

Symphony unveils air coolers, says products to consume 60% less power

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Symphony Ltd has launched three new models of air coolers that will use a technology to reduce power consumption by 60%, the company said in a statement on Thursday.

The company, which claims to have sold 25 mln air coolers in over 60 countries, said this will be the world's first range of highly energy-efficient air coolers that are powered by Brushless DC Electric Motors, or BLDC technology.

These coolers contain permanent magnets which result in less heat loss, thereby making the motor energy efficient which requires lower electricity, the company said in its release.

The BLDC coolers consume power in the range of 145-190 watts, a company spokesperson told Informist. This, the

company said, will help save up to 2,000 rupees per year in power costs.

Asked if this claim had been verified by a third party, the spokesperson said that the findings are based on an internal testing of company coolers. The company also claimed that these coolers will consume just 10% of the power consumed by air-conditioners.

The three models in the latest range have water tank capacities of 30 litres, 55 litres and 80 litres, and are priced in the range of 13,999-19,999 rupees.

"We have started with three models. We may introduce more in the times to come," the company spokesperson said.

Achal Bakeri, chairman and managing director of Symphony Ltd, told Informist that he expects BLDC air-coolers to attract consumers going forward.
