



Timeless luxury  
meets tomorrow's  
technology.



**USHA INTERNATIONAL LTD.**

Plot No. 15, Institutional Area, Sector - 32, Gurugram - 122 001 (Haryana). Tel.: +91-124-4583100, Fax.: +91-124-4583200. E-mail: corporate@usha.com  
Regd. Office: Surya Kiran Building, 19 Kasturba Gandhi Marg, New Delhi (India). Tel.: +91-11-23318114, Fax.: +91-11-23318118.

Fans • Sewing Machines • Home Appliances • Engins & Pumpsets • Electrical Motors & Pumps  
Water Coolers & Dispensers • Inverters • Cook Tops • Auto Componentes

**U S H A** ©Registered Trademark and Copyright of Usha International Ltd. **SHERAM** ©Registered Trademark of Usha International Ltd.  
www.usha.com | usha\_care@usha.com | <http://www.facebook.com/ushainternational>

ISO 9001 : 2015  
Certified Comapny

**USHA care**

Toll-free  
1800-1033-111

**AEROLUX**<sup>TM</sup>  
LUXURY ENGINEERED  
BY **U S H A**

# Introduction

Our homes are an extension of our personality. They are the living, breathing representation of our lifestyles. Technology in a way never experienced before, has opened a world of opportunities, and plays a crucial role in our evolution. Fans are not only an essential utility device in a house, but also a major contributor to the overall décor. In addition to their cooling effect, ceiling fans are now also used as energy efficient supplements to air conditioning as they enhance air circulation and permit higher thermostat settings without compromising on cooling, thus drastically reducing the otherwise high energy consumption.

A leading name in fans, Usha brings for you the Aerolux Series, a perfect blend of aesthetics and technology or as we call it - Luxury Engineered. Aerolux Series has been designed around the needs of the new-age consumer who believes in a higher quality of life. They invest in products that offer more than just comfort, convenience and aesthetics, but are also energy efficient and environment friendly.

# Index

Ceiling Fans	8
Pedestal Fans	48
Tech Specifications	56
Company Showrooms	62

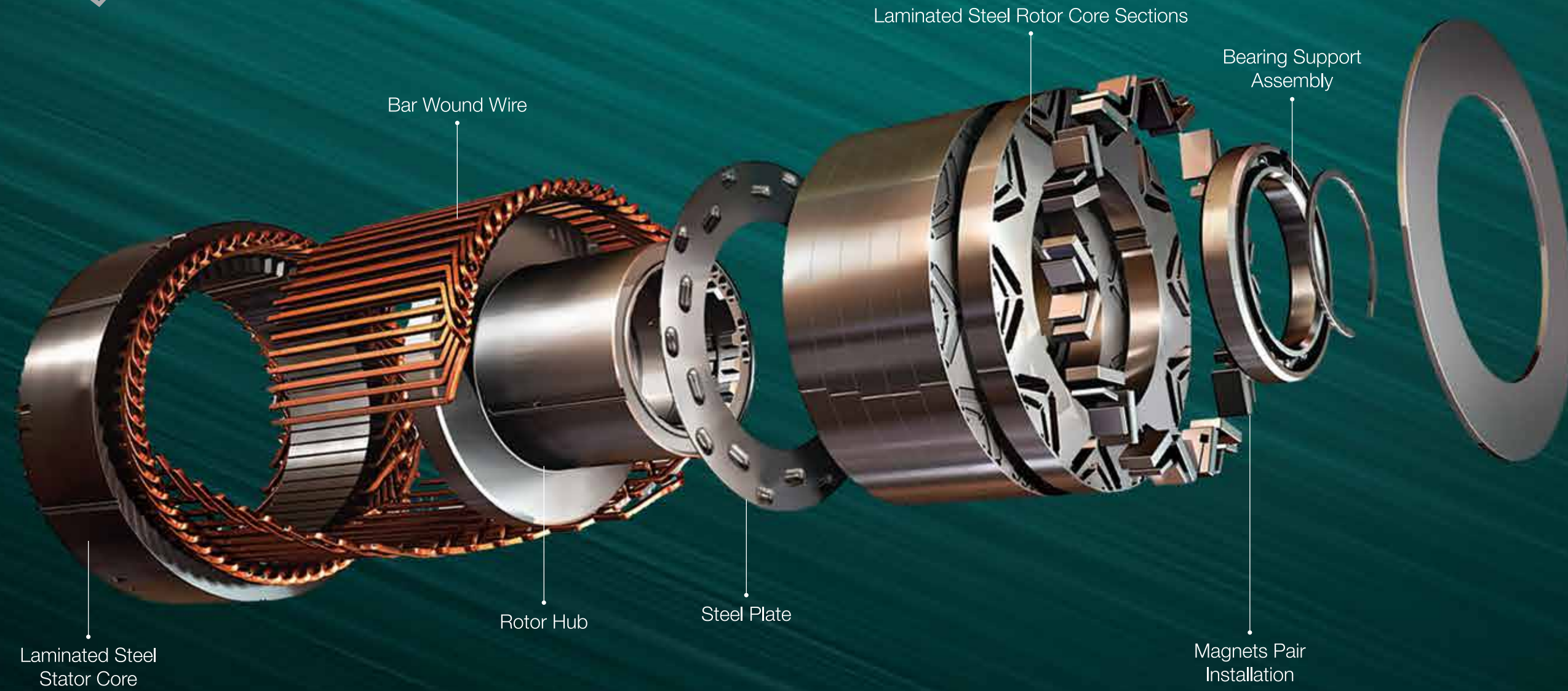
# Why choose Aerolux?

-  10 Year Warranty
-  300 Authorized Service Centers
-  Home Installation Service
-  Elegant Design
-  Quiet Operation
-  Power Saving BLDC Motor

# Why choose Aerolux?

-  Multiple Lighting Options
-  Comfortable Wind Mode
-  Convenient Touch Screen RF Remote
-  Innovative Functions
-  Uniform Air Circulation

# BLDC Motor



# Technology with BLDC Motor

The motor is to an electric machine what the ceiling fan is to a room- its heart. Typically driven by AC induction motors where the motor is powered purely by electromagnetic induction created by the stator, Aerolux fans run on the next-gen Brushless DC or BLDC motor. A BLDC motor leverages the power of permanent magnets to generate torque in the rotor along with intelligent control of the electromagnetic field by using state-of-the-art power electronics. This makes the motor hyper efficient, thereby consuming 50% less power than its typical AC counterpart while providing high fidelity control on speed. Aerolux has advanced technology BLDC motor in its heart, delivering style, comfort and control, efficiently.

## Size

The compact size of the BLDC motor allows for a sleek and stylish look that enhances the fan's aesthetics and appeal.

## Whisper-Quiet Operation

In comparison to any typical ceiling fan, a BLDC motor reduces ambient noise and enhances the experience wherever it is placed.

## Efficiency and Reliability

The powerful permanent magnets combined with the ideally controlled electromagnetic field by state-of-the-art power electronics enables Aerolux's BLDC motor to deliver more torque than any conventional AC motor. A hyper efficient motor that consumes 50% less power than an AC motor, the BLDC keeps its circuits cool by ensuring minimal heat generation thereby drastically extending its life and reliability.

## Speed Control

The BLDC motor with power electronic technology facilitates continuous speed control with no compromise on efficiency or performance. Furthermore, as the motor runs on DC current, the output air delivery is fairly independent of voltage fluctuations unlike those dependent on AC current, ensuring consistent performance.

## Environment-friendly

In the past few years, we have become increasingly aware of the need to lower our energy consumption. The smart way to reduce energy is to first look at devices that expend the most, for example, a standard ceiling fan uses 60 W to 70 W of power whereas the BLDC equipped fan uses as low as 28 W. It saves power and your electricity bill, thus is less negatively impactful towards the environment.

## Humidifier

Air conditioners have become an inevitable part of our daily life, however, only some are aware of the harmful effects of arid air-conditioned air. Ideally, indoor humidity levels should relatively compare to 50% above an otherwise dry air-conditioned room. Dry air not only causes irritation to one's eyes, nose and throat but also has an adverse effect on skin and overall well-being. Globally, humidifiers are used in winters as well, wherein the ambient air is inherently drier while room heaters further lower the relative humidity. In addition to maintaining optimum humidity levels, a humidifier assists in removing suspended dust particles from the air by discharging them. Hence, the humidifier is a year-round device that can maintain the moisture at an ideal level and enhance air quality across seasons. A major benefit of using a humidifier is a reduced risk of infections. It has been found that good humidity levels in the air inhibit the spread of viruses and bacteria, drastically cutting down the chance of catching an infection. Hence, a humidifier could mean the difference between getting a flu and staying healthy. Cool, dry air saps moisture from the skin, causing all kinds of problems like dryness, dullness, flaking and accelerated ageing. A humidifier can help prevent skin damage by maintaining the moisture content. Mist enhances the removal of suspended dust in the air thereby enhancing air quality. With the advent in technology, new-age humidifiers generate fine water droplets through ultrasonic vibrations and then release them back into the air to increase the humidity levels.

## Wind modes in pedestal fans

Conventionally, any fan offers three to four speed levels. Lately, there have been innovations to better suit the needs of the consumer by offering multiple speed modules wherein the air flow is more comfortable and regulated to provide the desired optimum air. Aerolux pedestal fans with Smart Eco Sense Wind Mode, constantly monitor the room temperature and adjust the fan speed automatically to provide the desired air flow.

The special Sleep Mode has a pre-defined air flow cycle which delivers comfortable air flow in your bedroom even if conditions change overnight. After you fall asleep, your body's metabolic rate decreases and thus the required amount of air flow also decreases. Thus the initial wind flow setting disturbs your sleep cycle. It also expends more electricity when it isn't required. Thus operating in Sleep Mode takes care of a good night's sleep whilst saving electricity.

The Natural Wind Mode fluctuates the pattern of air flow to simulate a gentle breeze, to give you the feeling of sitting outdoors.

The Silent Wind Mode allows you to use the fan at whisper-quiet operation while ensuring optimum air circulation.

## Ionizer

Given the number of ailments caused by pollutants suspended in the air, concern regarding its solution is rising. The air we breathe contains airborne allergens and germs that negatively affect our well-being, particularly to our respiratory system. Air pollutants cause a variety of health problems, especially to infants and the elderly or those with pre-existing respiratory ailments. The need of the hour is improved air quality and a means to eliminate the many potentially threatening pollutants in the air.

Ionizers work on the principle of neutralisation. They produce negatively charged ions and clear the air of airborne allergens and bacteria. These negatively charged ions discharge the positively charged pollutants (dust, pollen, cigarette, smoke and even vapourised substances), thus enhancing the air quality by making it free of harmful suspended particles. Additionally, ionizers accelerate odour removal. Individuals suffering from respiratory problems have found relief by using ionizers. It is believed that they assist in enhancing positive mood, instill a feeling of freshness and improve mental alertness thus bringing you closer to nature.

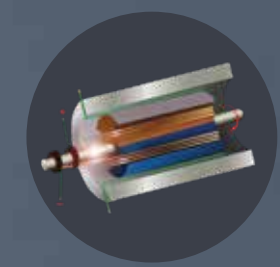


# Ceiling

The Aerolux series of ceiling fans blends high-performance efficient technology with contemporary aesthetics and luxuriously complements the four walls of your living room.



# CAMELLIA™



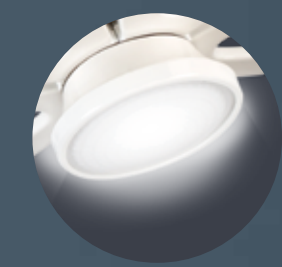
BLDC Motor

The BLDC motor saves more energy compared to conventional fans. Less consumption means less usage of electricity and less impact on environment.



Pristine White ABS Penta Blades With 56" Sweep Size

Three variable wind modes give you specialized comfort as per your preference: Normal, Sleep and Natural.



Dimmable LED Light Hub

Specially designed blades allow air to spread consistently around the space and surroundings.



Touch Screen RF Remote

Even circulation of air takes the load off air conditioners, thus saving more energy.



10-YEAR WARRANTY

On BLDC Motor

Blades run anti-clockwise in summers to blow air downwards and create a cooling breeze. In winters, clockwise movement of blades at low speed circulates the warm air downwards, warming up the area.



Green Air



Intelli-Comfy Wind Modes



Whisper-Quiet Operation



Uniform Air Circulation



Wind-Chill Effect



Bi-Directional Rotation for All-Weather Comfort



193 CMM

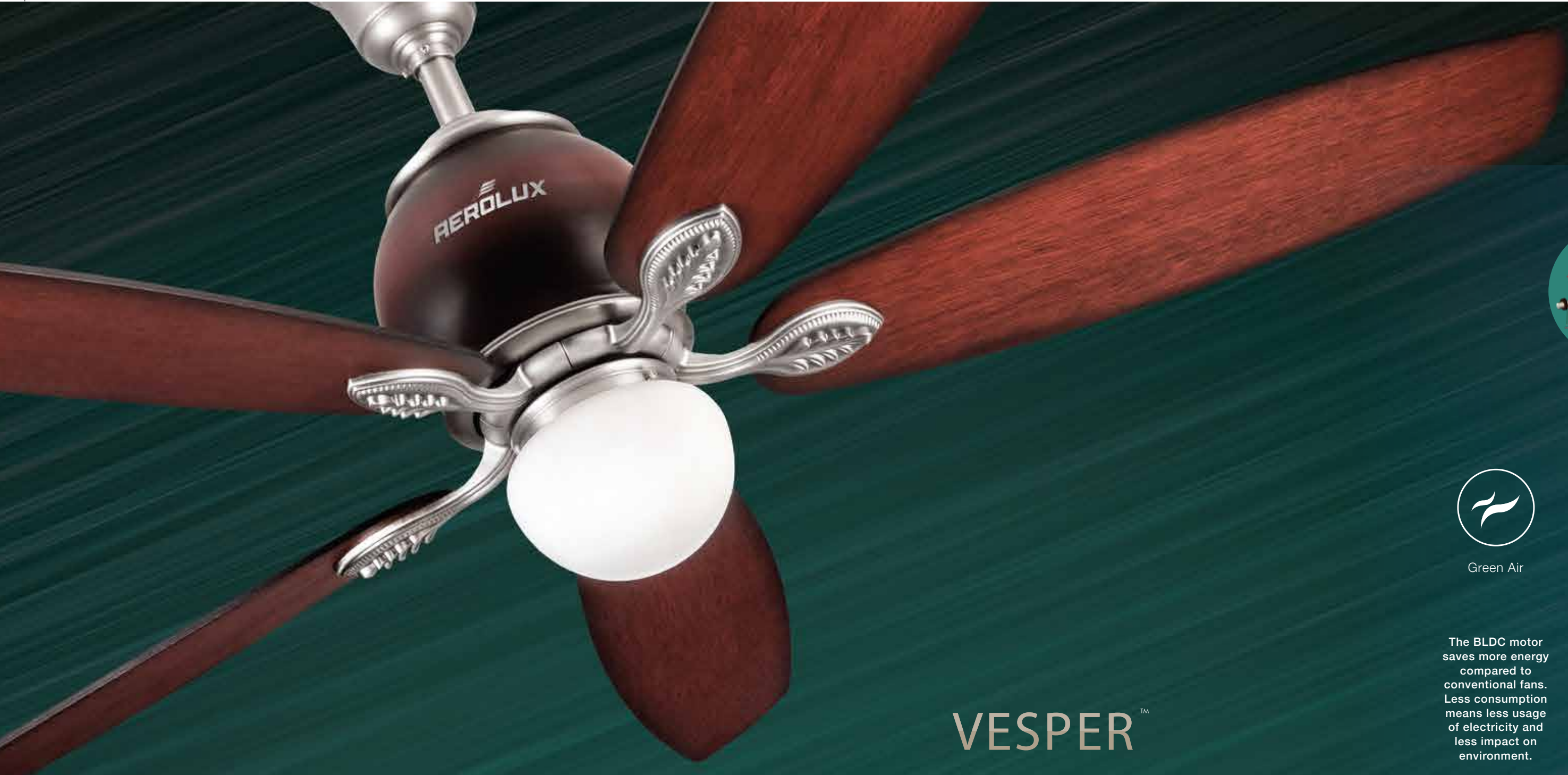
Air Delivery



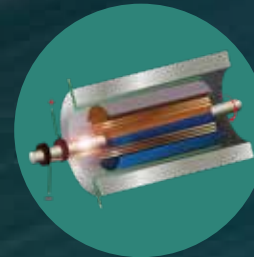
44 WATT

Wattage

Fan : 28 W  
Light Hub : 16 W



# VESPER™



BLDC Motor



Green Air

The BLDC motor saves more energy compared to conventional fans. Less consumption means less usage of electricity and less impact on environment.



Intelli-Comfy Wind Modes

Three variable wind modes give you specialized comfort as per your preference: Normal, Sleep and Natural.



Antique Finish Plywood Penta Blades With 60" Sweep Size



Whisper-Quiet Operation

The technologically advanced motor makes the fan whisper quiet.



Halogen Light With Dimmer



Uniform Air Circulation

Specially designed blades allow air to spread consistently around the space and surroundings.



Touch Screen RF Remote



Wind-Chill Effect

Even circulation of air takes the load off air conditioners, thus saving more energy.



10-YEAR WARRANTY



Bi-Directional Rotation for All-Weather Comfort

Blades run anti-clockwise in summers to blow air downwards and create a cooling breeze. In winters, clockwise movement of blades at low speed circulates the warm air downwards, warming up the area.



205 CMM Air Delivery

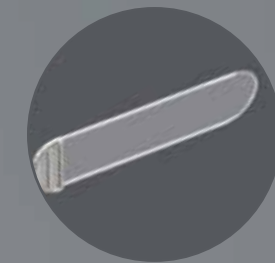


28 WATT Wattage





CASSIAN™



Transparent Blades  
With 52" Sweep Size



Whisper-Quiet  
Operation

The technologically  
advanced motor  
makes the fan  
whisper quiet.



LED Light Hub



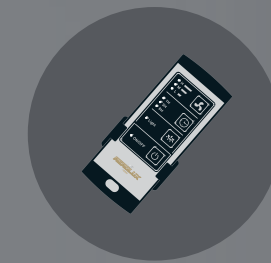
Uniform Air  
Circulation

Specially designed  
blades allow air to  
spread consistently  
around the space  
and surroundings.



Wind-Chill Effect

Even circulation of  
air takes the load off  
air conditioners, thus  
saving more energy.



Touch Screen  
RF Remote



Air Delivery



On Motor



Wattage

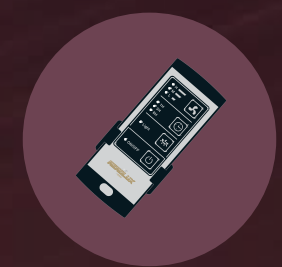
Motor : 62 W  
Light Hub : 15 W



# AURELIA™



Walnut Finish Plywood  
Penta Blades With  
52" Sweep Size



Touch Screen  
RF Remote



Incandescent  
Light Hub



**10-YEAR  
WARRANTY**  
On Motor



Whisper-Quiet  
Operation

The technologically  
advanced motor  
makes the fan  
whisper quiet.



Uniform Air  
Circulation

Specially designed  
blades allow air  
to spread  
consistently  
around the space  
and surroundings.



Wind-Chill Effect

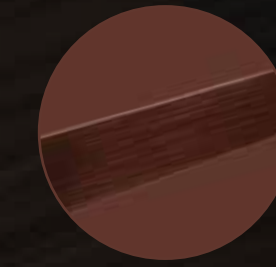
Even circulation  
of air takes the load  
off air conditioners,  
thus saving more  
energy.



180  
CMM  
Air Delivery



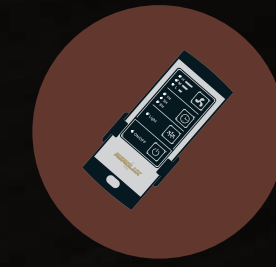
77  
WATT  
Wattage



Unique Twin Plywood  
Blades With  
52" Sweep Size



Halogen Light Hub



Touch Screen  
RF Remote



**10-YEAR  
WARRANTY**

On Motor



Whisper-Quiet  
Operation

The technologically  
advanced motor  
makes the fan  
whisper quiet.



Uniform Air  
Circulation

Specially designed  
blades allow air to  
spread consistently  
around the space  
and surroundings.



Wind-Chill Effect

Even circulation of  
air takes the load  
off air conditioners,  
thus saving more  
energy.



Air Delivery



Wattage

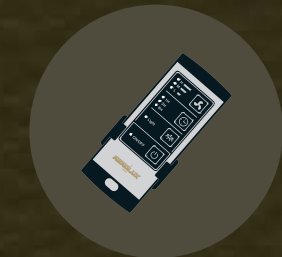
**AEOLUS™**



# VIATOR™



Walnut Finish Blades  
With 52" Sweep Size



Touch Screen  
RF Remote



On Motor



Whisper-Quiet  
Operation

The technologically  
advanced motor  
makes the fan  
whisper quiet.



Uniform Air  
Circulation

Specially designed  
blades allow air to  
spread consistently  
around the space  
and surroundings.



Wind-Chill Effect

Even circulation of  
air takes the load  
off air conditioners,  
thus saving more  
energy.



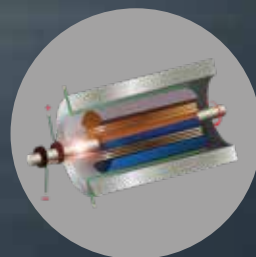
Air Delivery



Wattage



# CAMELLIA™



BLDC Motor



Green Air

The BLDC motor saves more energy compared to conventional fans. Less consumption means less usage of electricity and less impact on environment.



Pristine Black ABS Penta Blades With 56" Sweep Size



Intelli-Comfy Wind Modes

Three variable wind modes give you specialized comfort as per your preference: Normal, Sleep and Natural.



Whisper-Quiet Operation

The technologically advanced motor makes the fan whisper quiet.



Uniform Air Circulation

Specially designed blades allow air to spread consistently around the space and surroundings.



Dimmable LED Light Hub



Wind-Chill Effect

Even circulation of air takes the load off air conditioners, thus saving more energy.



Touch Screen RF Remote



Bi-Directional Rotation for All-Weather Comfort

Blades run anti-clockwise in summers to blow air downwards and create a cooling breeze. In winters, clockwise movement of blades at low speed circulates the warm air downwards, warming up the area.



10-YEAR WARRANTY

On BLDC Motor



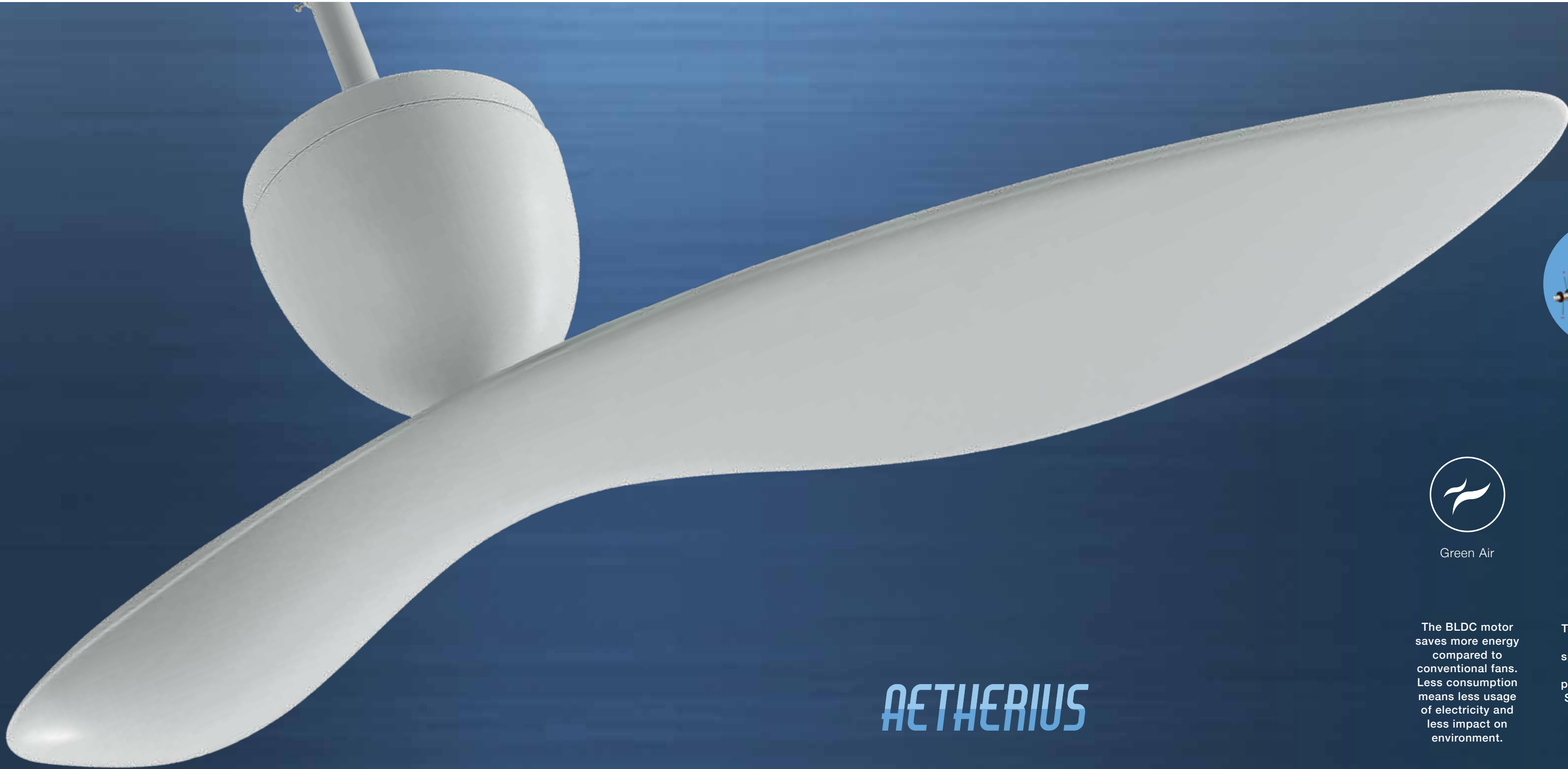
193 CFM

Air Delivery



44 WATT

Fan : 28 W  
Light Hub : 16 W



# AETHERIUS



BLDC Motor



Pristine White ABS Mono Blade With 54" Sweep Size



Touch Screen RF Remote



On BLDC Motor



Green Air



Intelli-Comfy Wind Modes



Whisper-Quiet Operation



Uniform Air Circulation



Wind-Chill Effect



Air Delivery



Wattage

The BLDC motor saves more energy compared to conventional fans. Less consumption means less usage of electricity and less impact on environment.

Three variable wind modes give you specialized comfort as per your preference: Normal, Sleep and Natural.

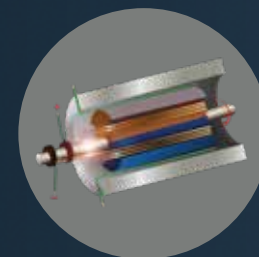
The technologically advanced motor makes the fan whisper quiet.

Specially designed blades allow air to spread consistently around the space and surroundings.

Even circulation of air takes the load off air conditioners, thus saving more energy.



# APHRODITE



BLDC Motor

The BLDC motor saves more energy compared to conventional fans. Less consumption means less usage of electricity and less impact on environment.



Pristine Silver ABS Bi Blades With 52" Sweep Size

Three variable wind modes give you specialized comfort as per your preference: Normal, Sleep and Natural.



3 CCT Dimmable LED Light Hub

Specially designed blades allow air to spread consistently around the space and surroundings.



Touch Screen RF Remote

Even circulation of air takes the load off air conditioners, thus saving more energy.



On BLDC Motor

Blades run anti-clockwise in summers to blow air downwards and create a cooling breeze. In winters, clockwise movement of blades at low speed circulates the warm air downwards, warming up the area.



Green Air



Intelli-Comfy Wind Modes



Whisper-Quiet Operation



Uniform Air Circulation



Wind-Chill Effect



Bi-Directional Rotation for All-Weather Comfort



Air Delivery

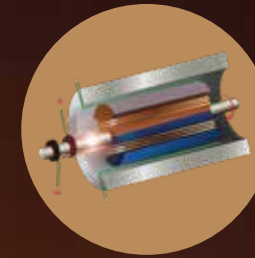


Wattage

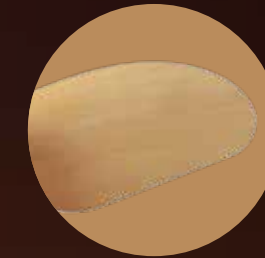
Fan : 31 W  
Light Hub : 16 W



# BALLERINE



BLDC Motor



Wood Chip  
Tri Blades With  
50" Sweep Size



Soft Push Button  
RF Remote



**10-YEAR  
WARRANTY**

On BLDC Motor



Green Air

The BLDC motor saves more energy compared to conventional fans. Less consumption means less usage of electricity and less impact on environment.



Intelli-Comfy  
Wind Modes

Three variable wind modes give you specialized comfort as per your preference: Normal, Sleep and Natural.



Whisper-Quiet  
Operation

The technologically advanced motor makes the fan whisper quiet.



Uniform Air  
Circulation

Specially designed blades allow air to spread consistently around the space and surroundings.



Wind-Chill Effect

Even circulation of air takes the load off air conditioners, thus saving more energy.



Bi-Directional Rotation  
for All-Weather Comfort

Blades run anti-clockwise in summers to blow air downwards and create a cooling breeze. In winters, clockwise movement of blades at low speed circulates the warm air downwards, warming up the area.



**260  
CMM**

Air Delivery



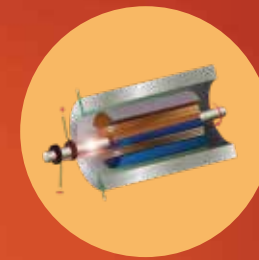
**38  
WATT**

Wattage

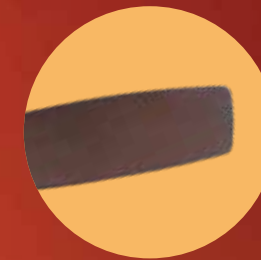




# ASTROPHEL



BLDC Motor



ABS Penta Blades With 54" Sweep Size



Dimmable LED Light Hub



Touch Screen RF Remote



On BLDC Motor



Green Air

The BLDC motor saves more energy compared to conventional fans. Less consumption means less usage of electricity and less impact on environment.



Intelli-Comfy Wind Modes

Three variable wind modes give you specialized comfort as per your preference: Normal, Sleep and Natural.



Whisper-Quiet Operation

The technologically advanced motor makes the fan whisper quiet.



Uniform Air Circulation

Specially designed blades allow air to spread consistently around the space and surroundings.



Wind-Chill Effect

Even circulation of air takes the load off air conditioners, thus saving more energy.



Bi-Directional Rotation for All-Weather Comfort

Blades run anti-clockwise in summers to blow air downwards and create a cooling breeze. In winters, clockwise movement of blades at low speed circulates the warm air downwards, warming up the area.



Air Delivery

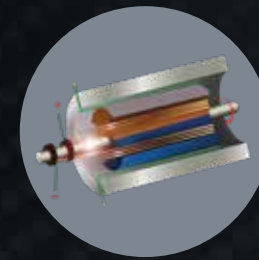


Wattage

Fan : 27 W  
Light Hub : 22 W



# CLYTIE



BLDC Motor



Pristine Grey ABS Quad Blades With 52" Sweep Size



3 CCT Dimmable LED Light Hub



Soft Push Button RF Remote



On BLDC Motor



Green Air

The BLDC motor saves more energy compared to conventional fans. Less consumption means less usage of electricity and less impact on environment.



Whisper-Quiet Operation

The technologically advanced motor makes the fan whisper quiet.



Uniform Air Circulation

Specially designed blades allow air to spread consistently around the space and surroundings.



Wind-Chill Effect

Even circulation of air takes the load off air conditioners, thus saving more energy.



Bi-Directional Rotation for All-Weather Comfort

Blades run anti-clockwise in summers to blow air downwards and create a cooling breeze. In winters, clockwise movement of blades at low speed circulates the warm air downwards, warming up the area.



Air Delivery

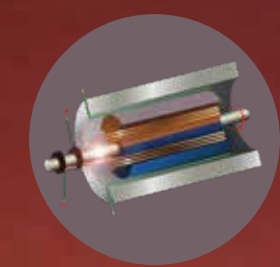


Wattage

Fan : 52 W  
Light Hub : 24 W



# DESIDERATA



BLDC Motor



Green Air

The BLDC motor saves more energy compared to conventional fans. Less consumption means less usage of electricity and less impact on environment.



Intelli-Comfy Wind Modes

Three variable wind modes give you specialized comfort as per your preference: Normal, Sleep and Natural.



Whisper-Quiet Operation

The technologically advanced motor makes the fan whisper quiet.



Uniform Air Circulation

Specially designed blades allow air to spread consistently around the space and surroundings.



Wind-Chill Effect

Even circulation of air takes the load off air conditioners, thus saving more energy.



Bi-Directional Rotation for All-Weather Comfort

Blades run anti-clockwise in summers to blow air downwards and create a cooling breeze. In winters, clockwise movement of blades at low speed circulates the warm air downwards, warming up the area.



Pristine White ABS Quad Blades With 54" Sweep Size



3 CCT Dimmable LED Light Hub



Touch Screen RF Remote



10-YEAR WARRANTY

On BLDC Motor



214 CMM

Air Delivery



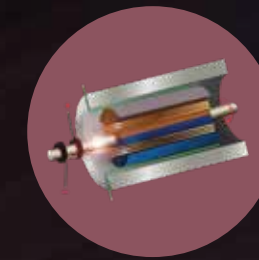
47 WATT

Wattage

Fan : 31 W  
Light Hub : 16 W



# DAEDALUS



BLDC Motor



Solid Wood Tri  
Blades With  
52" Sweep Size



Soft Push Button  
RF Remote



On BLDC Motor



Green Air

The BLDC motor saves more energy compared to conventional fans. Less consumption means less usage of electricity and less impact on environment.



Whisper-Quiet  
Operation

The technologically advanced motor makes the fan whisper quiet.



Uniform Air  
Circulation

Specially designed blades allow air to spread consistently around the space and surroundings.



Wind-Chill Effect

Even circulation of air takes the load off air conditioners, thus saving more energy.



Bi-Directional  
Rotation for All-  
Weather Comfort

Blades run anti-clockwise in summers to blow air downwards and create a cooling breeze. In winters, clockwise movement of blades at low speed circulates the warm air downwards, warming up the area.



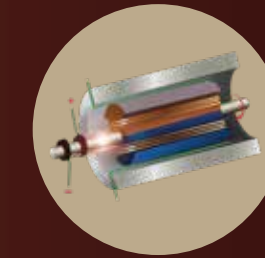
Air Delivery



Wattage



# FRANCESCA



BLDC Motor



Pristine Distressed KOA finish wood Tri Blades With 56" Sweep Size



Soft push button RF remote



On BLDC Motor



Green Air

The BLDC motor saves more energy compared to conventional fans. Less consumption means less usage of electricity and less impact on environment.



Whisper-Quiet Operation

The technologically advanced motor makes the fan whisper quiet.



Uniform Air Circulation

Specially designed blades allow air to spread consistently around the space and surroundings.



Wind-Chill Effect

Even circulation of air takes the load off air conditioners, thus saving more energy.



Bi-Directional Rotation for All-Weather Comfort

Blades run anti-clockwise in summers to blow air downwards and create a cooling breeze. In winters, clockwise movement of blades at low speed circulates the warm air downwards, warming up the area.



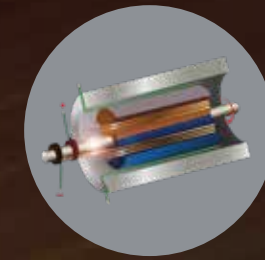
Air Delivery



Wattage



# GUINEVERE



BLDC Motor



Pristine White ABS Tri Blades With 54" Sweep Size



Soft push button RF remote



10-YEAR WARRANTY

On BLDC Motor



Green Air

The BLDC motor saves more energy compared to conventional fans. Less consumption means less usage of electricity and less impact on environment.



Intelli-Comfy Wind Modes

Three variable wind modes give you specialized comfort as per your preference: Normal, Sleep and Natural.



Whisper-Quiet Operation

The technologically advanced motor makes the fan whisper quiet.



Uniform Air Circulation

Specially designed blades allow air to spread consistently around the space and surroundings.



Wind-Chill Effect

Even circulation of air takes the load off air conditioners, thus saving more energy.



Bi-Directional Rotation for All-Weather Comfort

Blades run anti-clockwise in summers to blow air downwards and create a cooling breeze. In winters, clockwise movement of blades at low speed circulates the warm air downwards, warming up the area.



157 CMM

Air Delivery

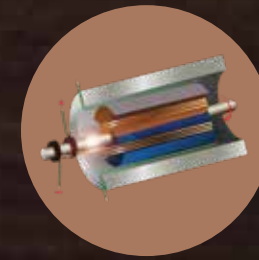


31 WATT

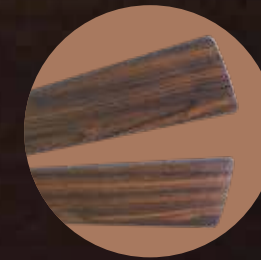
Wattage



# PERICON



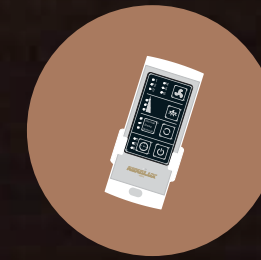
BLDC Motor



Walnut finish Plywood Multi Blades With 62" Sweep Size



3 CCT Dimmable LED Light Hub



Touch Screen RF Remote



10-YEAR WARRANTY

On BLDC Motor



Green Air

The BLDC motor saves more energy compared to conventional fans. Less consumption means less usage of electricity and less impact on environment.



Intelli-Comfy Wind Modes

Three variable wind modes give you specialized comfort as per your preference: Normal, Sleep and Natural.



Whisper-Quiet Operation

The technologically advanced motor makes the fan whisper quiet.



Uniform Air Circulation

Specially designed blades allow air to spread consistently around the space and surroundings.



Wind-Chill Effect

Even circulation of air takes the load off air conditioners, thus saving more energy.



Bi-Directional Rotation for All-Weather Comfort

Blades run anti-clockwise in summers to blow air downwards and create a cooling breeze. In winters, clockwise movement of blades at low speed circulates the warm air downwards, warming up the area.



210 CFM

Air Delivery



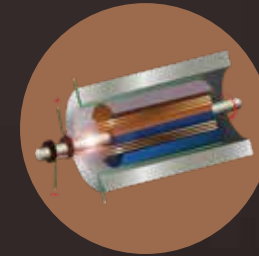
46 WATT

Wattage

Fan : 30 W  
Light Hub : 16 W



# WINDBLUME

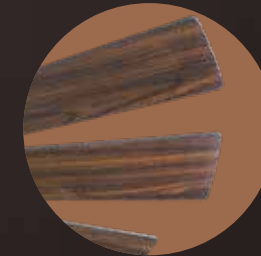


BLDC Motor

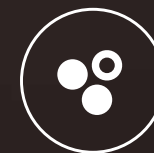


Green Air

The BLDC motor saves more energy compared to conventional fans. Less consumption means less usage of electricity and less impact on environment.



Pristine Plywood Multi Blades With 62" Sweep Size



Intelli-Comfy Wind Modes

Three variable wind modes give you specialized comfort as per your preference: Normal, Sleep and Natural.



Whisper-Quiet Operation

The technologically advanced motor makes the fan whisper quiet.



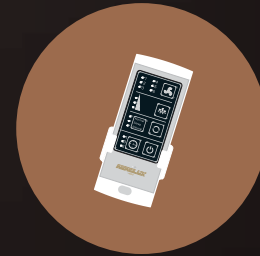
Uniform Air Circulation

Specially designed blades allow air to spread consistently around the space and surroundings.



Wind-Chill Effect

Even circulation of air takes the load off air conditioners, thus saving more energy.



Touch Screen RF Remote



Bi-Directional Rotation for All-Weather Comfort

Blades run anti-clockwise in summers to blow air downwards and create a cooling breeze. In winters, clockwise movement of blades at low speed circulates the warm air downwards, warming up the area.



3 CCT Dimmable LED Light Hub



10-YEAR WARRANTY

On BLDC Motor



210 CMM

Air Delivery



54 WATT

Wattage

Fan : 30 W  
Light Hub : 24 W





BLDC Motor



Aluminium Hexa  
Blades with  
120" Sweep Size



Soft Push Button  
RF Remote



On BLDC Motor



Green Air

The BLDC motor saves more energy compared to conventional fans. Less consumption means less usage of electricity and less impact on environment.



Intelli-Comfy  
Wind Modes

Three variable wind modes give you specialized comfort as per your preference: Normal, Sleep and Natural.



Whisper-Quiet  
Operation

The technologically advanced motor makes the fan whisper quiet.



Uniform Air  
Circulation

Specially designed blades allow air to spread consistently around the space and surroundings.



Wind-Chill Effect

Even circulation of air takes the load off air conditioners, thus saving more energy.



Bi-Directional Rotation  
for All-Weather Comfort

Blades run anti-clockwise in summers to blow air downwards and create a cooling breeze. In winters, clockwise movement of blades at low speed circulates the warm air downwards, warming up the area.



Air Delivery



Wattage

# ALEXANDRINE\*

\*Technical Specifications mentioned for 120" sweep size model. Also available in 78" & 102" sweep sizes.

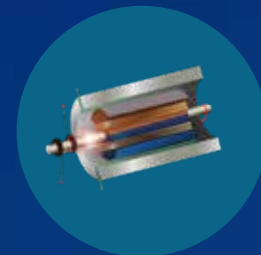


# Pedestal

Equipped with ingenious features like Ionizer, the Aerolux series of pedestal fans circulates large amounts of air evenly to create a cool ambience and is ideal for both indoor and outdoor use.



CALMA™



BLDC Motor



Super High Definition LCD Display



Central Dial For Easy Use



Height Adjusting Mechanism



Remote Ease

Infrared remote allows you to control the fan easily even from a distance.



Intelli-Comfy Wind Modes

Four variable wind modes give you specialized comfort as per your preference: Normal (26 Speed steps), Sleep, Natural and Silent (9 Speed steps).



LCD Display Panels With Screen Off Feature

Illuminated screen goes blank within a few seconds of operation to remove inconvenience and distraction in the dark or at night.



Smart Eco-Sense Mode

To give you optimum comfort at all times, it reads the room temperature and automatically adjusts the speed to spread adequate air.



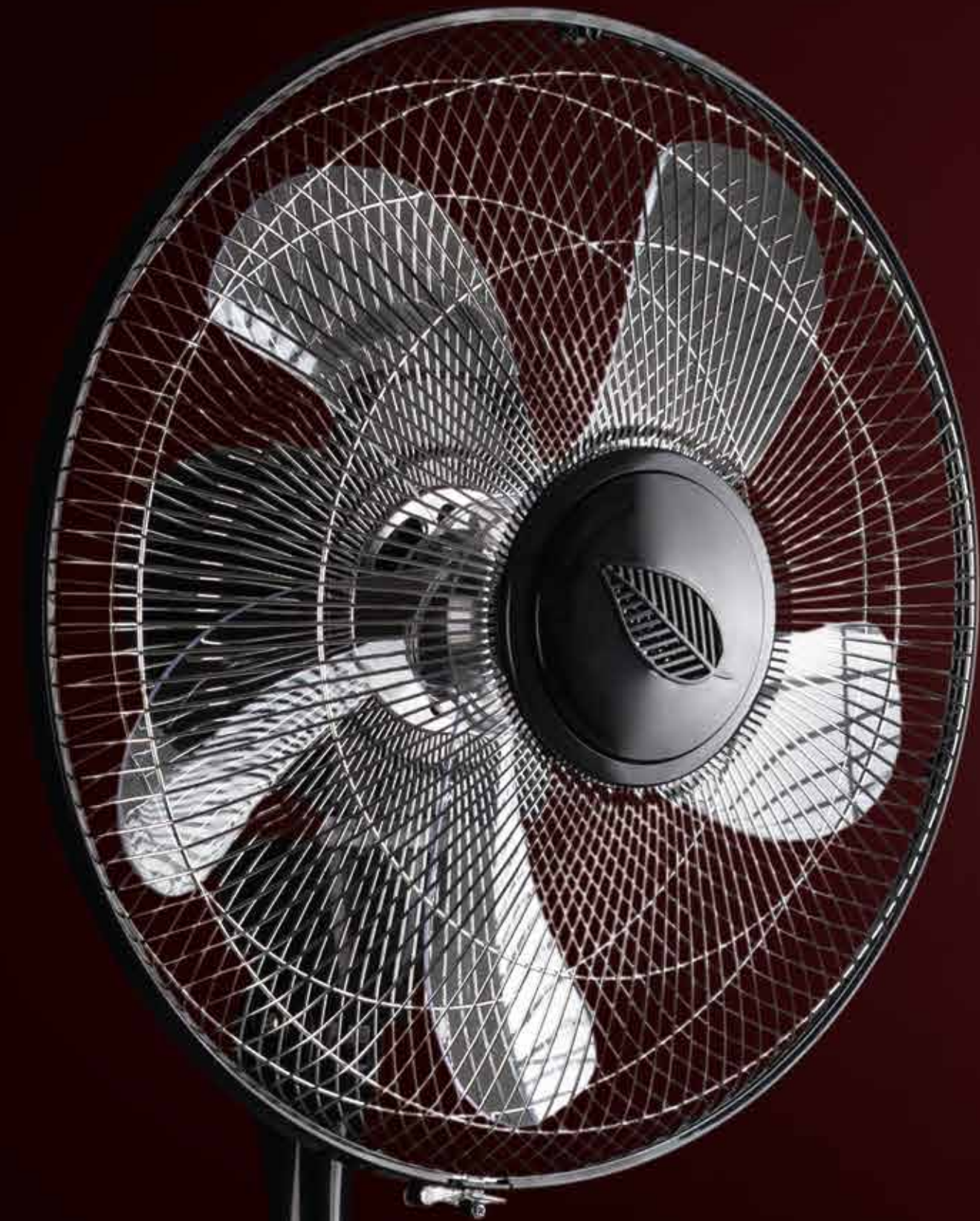
Whisper-Quiet Operation

The technologically advanced motor makes the fan whisper quiet.



Sleep Timer

Set auto switch-off time to save energy in the night while you're sleeping.



**SEGURO™**



**Touch Stop Functionality**

Safety feature that stops blade movement and puts fan to sleep for 6 seconds each time it senses human touch on the grill.

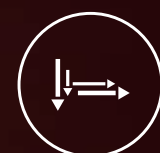


**LCD Display Panel**



**Tri-Mode Advantage**

Comfort comes in 3 modes - namely Natural, Normal and Sleep Wind.



**Unique Bi-Axial Oscillation**

Fan oscillates both vertically and horizontally, circulating cool air widely at different height levels.



**Foot Switch**

Switches and controls at the base of the fan allow convenient operation without the need to bend down.



**Air Freshener Container**

Its centre disk can be used as an aromatic-herb holder.



**Remote Ease**



**Sleep Timer**

Set auto switch-off time to save energy in the night while you're sleeping.



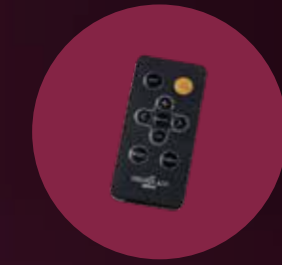
CIRCULO™



LCD Display Panel



Ergonomically Placed Control Panel



Remote Ease



Sleep Timer

Set auto switch-off time to save energy in the night while you're sleeping.



Tri-Mode Advantage

Comfort comes in 3 modes - namely Natural, Normal and Sleep Wind.



Multi-Wind Option






The fan comes with a 3-speed regulator and an 8-hour programmable timer.









Full-Circle Oscillation






Spread coolness to every corner of the room. Also select the degree of oscillation like 30°, 60°, 90°, 135°, 180° and 360° to meet your comfort needs.


# Ceiling Fan Specification Summary

	Camellia	Vesper	Cassian	Aurelia	Aeolus
					
Sweep Size	1420/56"	1524/60"	1320/52"	1320/52"	1320/52"
No. of Blades	5	5	5	5	2
Blade Material	ABS	Plywood	GPPS	Plywood	Plywood
Blade Finish/Color	Pristine White	Antique	Clear	Walnut	Black
Application	Indoor	Indoor	Indoor	Indoor	Indoor
Motor Type (Induction / BLDC)	BLDC	BLDC	Induction AC	Induction AC	Induction AC
Reversing Switch	Yes	Yes	No	No	No
Remote (Yes / No, Type)	Yes, RF Type	Yes, RF Type	Yes, RF Type	Yes, RF Type	Yes, RF Type
Light	Yes	Yes	Yes	Yes	Yes
Bulb Type	LED	Halogen	LED	Incandescent (CFL X 2)	Halogen
Fan Speed Steps	6	6	3	3	3
Timer	Yes	Yes	Yes	Yes	Yes
Performance at Full Load @ 230V					
Input Power (W)	44 (With Light )	28	77	77	63
Speed (RPM)	160	140	200	190	230
Air Delivery (CMM)	193	205	154	180	151
Noise (db)	45.8	45.2	53	50	46
Warranty	10 years for motor only	10 years for motor only	10 years for motor only	10 years for motor only	10 years for motor only
MRP	42,990	29,900	28,400	23,000	22,500

	Viator	Camellia (Black)	Aetherius	Astrophel	Ballerine	Aphrodite
						
Sweep Size	1320/52"	1420/56"	1380/54"	1380/54"	1270/50"	1320/52"
No. of Blades	5	5	1	5	3	2
Blade Material	Plywood	ABS	ABS	ABS	Wood Chip	ABS
Blade Finish/Color	Walnut	Black	White	Orb	Wood Finish	Silver
Application	Indoor	Indoor	Indoor	Indoor	Indoor	Indoor
Motor Type (Induction / BLDC)	Induction AC	BLDC	BLDC	BLDC	BLDC	BLDC
Reversing Switch	No	Yes	NO	Yes	Yes	Yes
Remote (Yes / No, Type)	Yes, RF Type	Yes, RF Type	Yes, RF Type	Yes, RF Type	Yes, RF Type	Yes, RF Type
Light	No light	Yes	NO	Yes	No	Yes
Bulb Type	N/A	LED	N/A	LED	N/A	LED
Fan Speed Steps	3	6	6	6	6	6
Timer	Yes	Yes	Yes	Yes	Yes	Yes
Performance at Full Load @ 230V						
Input Power (W)	69	44	24	47	38	47
Speed (RPM)	190	160	230	150	125	165
Air Delivery (CMM)	170	193	168	210	260	158
Noise (db)	49	45.8	50	49	39	47
Warranty	10 years for motor only	10 years for motor only	10 years for motor only	10 years for motor only	10 years for motor only	10 years for motor only
MRP	18,500	43,990	49,990	46,990	34,990	36,990

# Ceiling Fan Specification Summary

	Clytie	Desiderata	Daedalus	Francesca	Guinevere
					
Sweep Size	1320/52"	1380/54"	1320/52"	1440/56"	1380/54"
No. of Blades	4	4	3	3	3
Blade Material	ABS	ABS	Solid Wood	ABS	ABS
Blade Finish/Color	Orb	White	Walnut	Wood Finish	White
Application	Indoor	Indoor	Indoor	Indoor	Indoor
Motor Type (Induction / BLDC)	BLDC	BLDC	BLDC	BLDC	BLDC
Reversing Switch	Yes	Yes	Yes	Yes	Yes
Remote (Yes / No, Type)	Yes, RF Type	Yes, RF Type	Yes, RF Type	Yes, RF Type	Yes, RF Type
Light	Yes	Yes	No	No	No
Bulb Type	LED	LED	N/A	N/A	N/A
Fan Speed Steps	6	6	6	6	6
Timer	Yes	Yes	Yes	Yes	Yes
Performance at Full Load @ 230V					
Input Power (W)	76	47	36	52	31
Speed (RPM)	202	170	230	195	120
Air Delivery (CMM)	205	214	200	235	157
Noise (db)	51.4	50	50	51.3	40
Warranty	10 years for motor only	10 years for motor only	10 years for motor only	10 years for motor only	10 years for motor only
MRP	35,990	46,990	30,990	37,990	36,990

	Pericon	Windblume	Alexandrine		
					
Sweep Size	1570/62"	1570/62"	1980/78"	2590/102"	3048/120"
No. of Blades	14	14	6	6	6
Blade Material	Plywood	Plywood	Aluminium	Aluminium	Aluminium
Blade Finish/Color	Walnut	Walnut	Black	Black	Black
Application	Indoor	Indoor	Indoor	Indoor	Indoor
Motor Type (Induction / BLDC)	BLDC	BLDC	BLDC	BLDC	BLDC
Reversing Switch	Yes	Yes	Yes	Yes	Yes
Remote (Yes / No, Type)	Yes, RF Type	Yes, RF Type	Yes, RF Type	Yes, RF Type	Yes, RF Type
Light	Yes	Yes	No	No	No
Bulb Type	LED	LED	N/A	N/A	N/A
Fan Speed Steps	6	6	6	6	6
Timer	Yes	Yes	Yes	Yes	Yes
Performance at Full Load @ 230V					
Input Power (W)	46	54	73	68	51
Speed (RPM)	110	110	155	103	80
Air Delivery (CMM)	210	210	550	650	765
Noise (db)	47	47	62	60	51
Warranty	10 years for motor only	10 years for motor only	10 years for motor only		
MRP	59,990	64,990	62,990	64,990	66,990



	<b>Circulo</b>	<b>Calma</b>	<b>Seguro</b>
Sweep Size	400/16"	400/16"	400/16"
Motor Type (Induction/BLDC)	Induction AC	BLDC	Induction AC
Remote (Yes/No, Type)	Yes, IR Type	Yes, IR Type	Yes, IR Type
Mist	-	-	-
Ioniser	-	-	Yes
Touch Stop	-	-	Yes
Foot Switch Operation	-	-	Yes
360 Degree Oscillation	Yes	-	-
Fragrance Chamber	-	-	Yes
Mosquito Repellent	-	-	-
Multi-Wind Modes	Normal, Natural, Sleep	Normal, Natural, Sleep, Silent	Normal, Natural, Sleep
Smart Eco-Wind Mode	-	Yes	-
Digital Display	LCD	LCD	LCD
Vertical Tilt Mechanism	Ratchet	Ratchet	Ratchet
Control Switch	Soft Touch Buttons	Circular Dial	Soft Touch Buttons
Oscillation Type	Horizontal	Horizontal	Bi-Axial
Fan Speed Steps	3	26	3
Timer	Yes	Yes	Yes
No. of Blades	5	5	5
Performance at Full Load @ 230V			
Input Power (W)	54	30	53
Speed (RPM)	1100	960	1100
Air Delivery (CMM)	60	50	60
Warranty / MRP	1 Year / 11,900	1 Year / 13,100	1 Year / 13,900

## Location Offices

### AHMEDABAD

B-1003, 10TH FLOOR, COMMERCE HOUSE –V,  
NEAR VODAFONE HOUSE, CORPORATE ROAD,  
PRAHALADNAGAR, AHMEDABAD - 380 051.  
TEL: 9909905005 / 9825083499 / 8128683923

### BANGALORE

SURVEY NO.112/5, PANTHARAPALYA,  
NAYANDAHALLI, MYSORE ROAD,  
BANGALORE - 560 039. TEL: (080) - 28606434,  
28606435 / 9945234502

### CHENNAI

4/59-A, MOUNT POONAMALEE ROAD,  
MANAPPAKKAM, CHENNAI – 600 089.  
TEL: (044) - 22521749,22520132,22520482,  
22521440 / 9677087200

### CUTTACK

TELENGAPENTHA, OFF:- NH – 5,  
VIA – PHULNAKHARA, CUTTACK - 754001.  
TEL: (0) 92 38 15 55 45, 9937043651

### ERNAKULAM

IX/418/A1, LOGISTIC PARK, THENGODE P. O.,  
EDACHIRA, KAKKANAD, ERNAKULAM - 682 030.  
TEL. (0484) - 2421724/ 725/ 726/ 727, 9847813183

### GHAZIABAD

A 201 - 206, 2ND FLOOR, PACIFIC BUSINESS PARK,  
SAHIBABAD INDUSTRIAL AREA SITE -IV,  
GHAZIABAD - 201 010.  
TEL : (0120) - 4550200

### GURGAON

PLOT NO.3, INSTITUTIONAL AREA, SECTOR - 32,  
GURGAON – 122 001. TEL: (0124) - 4767100 /  
9910036371

### GUWAHATI

CHAKRADHAR VILLA, 3RD FLOOR,  
CHANDMARI U TURN OPPOSITE ALL INDIA RADIO  
OFFICE, P. O. : SILPUKHURI, GUWAHATI,  
ASSAM – 781003. MO: 9864043952

### HYDERABAD

P. O. BALANAGAR TOWNSHIP, BALANAGAR,  
HYDERABAD - 500 037. TEL: (040)-23078900

### INDORE

602 & 603A, 6TH FLOOR, NRK BUSINESS PARK,  
SCHEME - 54, VIJAYANAGAR SQUARE,  
INDORE - 452 010 (MP), INDIA.  
TEL: (0731) - 4700140  
(RECEPTION) / 0731-4700147 / 9755553417

### JAIPUR

2ND FLOOR, DAINIK NAV JYOTI BUIDLING,  
AMRAPALI CIRCLE , VAISHALI NAGAR, JAIPUR  
TEL: (0141)-2641264, 2641628, 4011616.  
FAX 4031616.

### JALANDHAR

LALLY NIWAS, G.T. ROAD,  
JALANDHAR CITY – 144 001.  
TEL: (0181) - 5041700, 5021700 / 9501119111

### LUCKNOW

1ST FLOOR, 163, SHAHNAJAF ROAD,  
LUCKNOW – 226 001. TEL: (0522) - 2612507,  
2612508, 2612509 / 9565031000

### MUMBAI

5TH FLOOR, SOUTH SIDE, OBEROI COMMERZ  
BLDG., INTERNATIONAL BUSINESS PARK, OFF.  
WESTERN EXPRESS HIGHWAY, GOREGAON (E),  
MUMBAI - 63. TEL: (022) - 41560000 / 7738038086

### PATNA

SH-1, PATNA GAYA ROAD,  
ELAHI BAGH, NEAR INDIAN OIL PETROL PUMP,  
PATNA - 800 007.  
TEL: (0612) - 2520081, 2520086



# Company Showrooms

## EAST

### BIHAR & JHARKHAND

- USHA COMPANY STORE, TOWER CHOWK, NEAR MAZAAR, DARBHANGA - 846004. TEL: (06272) - 224879

- USHA COMPANY STORE, AMBER TOWER, EXHIBITION ROAD, PATNA - 800001. TEL: (0612) - 3263129

- USHA COMPANY STORE, SHRI RAM NEOTIA ARCADE, H. B. ROAD, LALPUR CHOWK, RANCHI - 834001. TEL: 9304895159

### NORTH EAST - ASSAM

- USHA COMPANY STORE, MANKOTTA ROAD, THANA CHARIALI, OPPOSITE AP BUS STAND, DIBRUGARH - 786001. TEL: (0373) - 2322621

- USHA COMPANY STORE, G. S. ROAD, CHRISTIAN BASTI, GUWAHATI - 781505. TEL: (0361) - 2343132

### ORISSA

- USHA COMPANY STORE, 5, WESTERN MARKET BUILDING, UNIT- II, NEAR KALAMANDIR, BHUBANESHWAR - 751509. TEL: (0674) - 2531874

- USHA COMPANY STORE, 94/95, LGF, NETAJI SUBHAS CHANDRA BOSE ARCADE, JAIL ROAD, CUTTACK - 753001. TEL: (0671) - 2524449

### WEST BENGAL

- USHA COMPANY STORE, BENACHITY, DURGAPUR - 713213. TEL: (0343) - 2583215

- USHA COMPANY STORE, 51/1, B. L. COLONY, NABAPALLY, BARASAT, KOLKATTA - 700126. TEL: (033) - 2524 0679.

- USHA COMPANY STORE, 15/6, J. L. NEHRU ROAD, CHOWRINGHEE, GRAND HOTEL ARCADE, KOLKATA - 700 013. TEL: (033) - 22491742

- USHA COMPANY STORE, 122/1B, A. P. C. ROAD, MANICKTALA, KOLKATTA - 700006. TEL: (033) - 23600988

## NORTH

### DELHI NCR & HARYANA

- USHA COMPANY STORE, 1/13-14, ASAF ALI ROAD, OPPOSITE KAMLA MARKET, NEW DELHI - 110001. TEL: (011) - 23235861

- USHA COMPANY STORE, 43, BHOGAL ROAD, JANGPURA, BHOGAL, NEW DELHI - 110014. TEL: (011) - 24373040

- USHA COMPANY STORE, 49, KRISHNA MARKET, KALKAJI, NEW DELHI - 110019. TEL: (011) - 26430872

- USHA COMPANY STORE, 8-9, MUNICIPAL MARKET, KAMLA NAGAR, NEW DELHI - 115007. TEL: (011) - 23844206

- USHA COMPANY STORE, A-23, TAGORE MARKET, OPP METRO PILLAR NO 332, KIRTI NAGAR, NEW DELHI - 110015. TEL: (011) - 25932178

- USHA COMPANY STORE, 5571, NAI SARAK, DELHI - 110006. TEL: (011) - 23981783

- USHA COMPANY STORE, SF-40, GALLERIA COMPLEX, DLF CITY PH-IV, GURGAON - 122501. TEL: (0124) - 2396325

### PUNJAB

- USHA COMPANY STORE, GROUND FLOOR, LALLY NIWAS, G. T. ROAD, JALANDHAR - 144001. TEL: (0181) - 5041737

### RAJASTHAN

- USHA COMPANY STORE, SHRIRAM KHAD BHAWAN, NEAR AMRAPUR TEMPLE, M. I. ROAD, JAIPUR - 302501. TEL: (0141) - 2379210

### UTTAR PRADESH - EAST

- USHA COMPANY STORE, 19, M. G. MARG, CIVIL LINES, ALLAHABAD - 211501. TEL: (0532) - 2560015

- USHA COMPANY STORE, 25/2, THE MALL ROAD, KANPUR - 208001. TEL: (0512) - 2302260

- USHA COMPANY STORE, ADJACENT MAYFAIR BUILDING, HAZRATGANJ, LUCKNOW - 226001. TEL: (0522) - 2202482

### UTTAR PRADESH - WEST

- USHA COMPANY STORE, G-32/9, SANJAY PLACE COMMERCIAL COMPLEX, OPP. L.I.C BUILDING, AGRA - 282502. TEL: (0562) - 2857081

- USHA COMPANY STORE, 56, CIVIL LINES, PRASAD TALKIES BUILDING, BAREILLY - 243001. TEL: (0581) - 2573945

## SOUTH

### ANDHRA PRADESH

- USHA COMPANY STORE, # 17-126, KAMALANAGAR, BEHIND KALANIKETAN, CHAITANYAPURI, DILSUKHNAGAR, HYDERABAD - 500060. TEL: (040) - 24046068

- USHA COMPANY STORE, 5-1-872/1, SULTHAN BAZAAR, KOTI, HYDERABAD - 500001. TEL: (040) - 24745694

- USHA COMPANY STORE, 5-5-34/1, KUKATPALLY, HYDERABAD - 500072. TEL: (040) - 23720237

- USHA COMPANY STORE, SHOP # 3&4, #27-14-52, MAHALAKSHMI TOWERS, NEAR BUCKINGHAM POST OFFICE, RAJAGOPALACHARY STREET, GOVERNORPET, VIJAYAWADA - 525002. TEL: (0866) - 2570636

- USHA COMPANY STORE, D-NO 26-15-142, AVN COLLEGE DOWN, MAIN ROAD, VIZAG - 530001. TEL: (0891) - 2502377

### KARNATAKA

- USHA COMPANY STORE, NO-1597, 40TH CROSS, 4T BLOCK, 22ND MAIN, JAYANAGAR, BANGALORE - 560041. TEL: (080) - 26633367

- USHA COMPANY STORE, 54/102, SAKTHI COMFORT TOWERS, K. H. ROAD, BANGALORE - 560027. TEL: (080) - 22237912

- USHA COMPANY STORE, NO-404, 1ST STAGE, 6TH PHASE, RAJAJINAGAR INDUSTRIAL TOWN, BANGALORE - 560044. TEL: (080) - 23401039

- USHA COMPANY STORE, NO-7, CORPORATION BUILDING, LAMINGTON ROAD, HUBLI - 580020. TEL: (0836) - 2355670

- USHA COMPANY STORE, 134, D. DEVARAJ URS ROAD, MYSORE - 570001. TEL: (0821) - 2424379

- USHA COMPANY STORE, ADONAI TOWERS, HIGHLAND, FALNIR ROAD, MANGALORE - 575002. TEL: (0824) - 2433919

### KERALA

- USHA COMPANY STORE, SREE KUMAR BUILDINGS, EAST IRON BRIDGE, C. C. S. B ROAD, ALAPPUZHA, KERALA - 688011. TEL: (0477) - 2237366

- USHA COMPANY STORE, SHERIN BUILDING, EAST NADAKKAVU, CALICUT, KERALA - 673006. TEL: (0495) - 2367397

- USHA COMPANY STORE, DD TRADE CENTRE, JOSE JUNCTION, M. G. ROAD, ERNAKULAM, KERALA - 144001. TEL: (0181) - 5041737

- USHA COMPANY STORE, TELESTAR BUILDING, M.G.ROAD, RAVIPURAM, ERNAKULAM - 682016. TEL: (0484) - 2358570

- USHA COMPANY STORE, QRS SQUIRE BUILDING, NEAR AURVEDA COLLEGE, M. G. ROAD, TRIVANDRUM - 695001. TEL: (0471) - 2471375

### TAMIL NADU

- USHA COMPANY STORE, NO-12, 3RD CROSS STREET, ADYAR, CHENNAI - 600020. TEL: (044) - 24421206

- USHA COMPANY STORE, 190, GROUND FLOOR, HAMID BUILDING, OPPOSITE OLD ANAND THEATRE, ANNA SALAI, CHENNAI - 600006. TEL: (044) - 28522604 - 28591277

- USHA COMPANY STORE, 118, OPPANAKARA STREET, COIMBATORE - 641501. TEL: (0422) - 2394729

- USHA COMPANY STORE, 33, STATE BANK ROAD, COIMBATORE - 641118. TEL: (0422) - 2300374

- USHA COMPANY STORE, NO - 31, TOWN HALL ROAD, NEAR SACS, MADURAI - 625001. TEL: (0452) - 2340971

- USHA COMPANY STORE, NO - 51, CHERRY ROAD, SALEM - 636001. TEL: (0427) - 2450564

## WEST

### GUJARAT

- USHA COMPANY STORE, 6 & 7 VRAJ COMPLEX, OPP. DHANANJAY TOWER, 150 FT ANAND NAGAR ROAD, NEAR SHYAMAL CROSS ROAD, SATELLITE, AHMEDABAD - 380015. TEL: 9909905003

- USHA COMPANY STORE, RAVIN CHAMBERS, OPP. SATYA VIJAY ICE CREAM, GONDAL ROAD, RAJKOT - 360002. TEL: (0281) - 2481026

### MP & CHHATISGARH

- USHA COMPANY STORE, 7, NEAR GURUDWARA, HAMIDIA ROAD, BHOPAL - 462501. TEL: (0755) - 4236030

- USHA COMPANY STORE, S-33B, SECOND FLOOR, DB CITY MALL, OPP. M. P. NAGAR, ARERA HILLS, BHOPAL - 462011. TEL: (0755) - 6644216

- USHA COMPANY STORE, 41, JAIL ROAD, INDORE - 452507. TEL: (0731) - 4070559

- USHA COMPANY STORE, 7, SHYAM ARCADE, COMMERCIAL COMPLEX, MALVIYA CHOWK, JABALPUR - 482502. TEL: (0761) - 4012419

- USHA COMPANY STORE, 26 & 27, GHASIDAS PLAZA, G. E. ROAD, AMAPARA, RAIPUR - 492501. TEL: (0771) - 4096239