



**Bajaj in Calcutta on Monday. A Telegraph picture**

# Fan makers eye Pak market

**A STAFF REPORTER**

**Calcutta, Sept. 22:** Domestic fan manufacturers are looking to create a market for premium products in Pakistan, where the segment is still at a nascent stage.

Although Pakistan imports fans worth \$17 million, Indian companies have failed to build a sizeable presence because of the absence of the most favoured nation status.

The Indian fan industry is estimated at Rs 7,000 crore, representing mostly large-scale manufacturers.

The Pakistani industry is largely dominated by around 200 medium-and-small-scale manufacturers producing 7 million fans against 40 million by the Indian organised sector.

"We are building the relationship. Their market is about Rs 600 crore compared with Rs 7,000 crore in India. We are waiting for the government policy to be announced. Fans do not feature on the list of tradable items now. We are looking at the premium segment priced between Rs 1,800-2,500," said Shekhar Bajaj, chairman and managing director, Bajaj Electricals Ltd.

He was speaking after the fourteenth annual general meeting of the Indian Fan Manufacturers Association.