

Hindware Home Innovation Limited opens new store in Lucknow; expands its retail footprint in Uttar Pradesh

- *With the opening of this store, the brand will now have a total of four exclusive brand stores in Uttar Pradesh and aims to open three more by FY 2024*
- *The latest launch marks a new milestone of 184th exclusive brand store in India*

Lucknow, XX September 2023: Hindware Home Innovation Limited, one of the fastest growing consumer appliances brands in India, announced the launch of its new brand store 'Hindware Smart Appliance Exclusive Gallery' in Lucknow, Uttar Pradesh. The store was inaugurated in the presence of Mr. Alok Mishra, Sr. Vice President at Hindware Home Innovation Limited. The store's inauguration signifies the company's unwavering commitment to providing a personalized shopping experience for customers while upholding the highest standards of customer service excellence.

Located strategically in Crystal City Center at Sharda Nagar Yojna Ratna Khand 1, the recently opened brand store features an array of offerings from Hindware Smart Appliances, meticulously designed to complement the needs of contemporary Indian homes. The gallery houses an entire range of large kitchen appliances, including kitchen chimneys, cook-tops, built-in hobs, microwaves, dishwashers, sinks, and more. Additionally, it offers high-tech IOT based chimneys and geysers, adding a touch of comfort to the space.

Speaking on the launch of the store, **Mr. Salil Kapoor, CEO, Hindware Home Innovation Limited** said, *"Our commitment to design products based on deep consumer insights have led to some path-breaking innovations like most silent and auto clean kitchen chimneys, highly durable and smart water heaters, etc. to name a few. Our strength in innovation and product design along with a strong retail base has made us one of the fastest growing appliances brand across the country. Uttar Pradesh is an important market for us and significantly contributes to our overall revenue. Given the growing demand for high-end products, we are committed to bring latest innovations to our valuable customers and strengthen our retail presence in Uttar Pradesh."*

Hindware Home Innovation Limited currently has three other brand stores in the region. The company further aims to open another three new stores in the state by FY24. As part of its growth strategy, the company has successfully built a robust retail network both offline and online. This includes an exclusive Smart Appliances Universe and kitchen galleries, more than 1300 distributors, and around 14000 retailers. Additionally, the brand has a substantial presence on popular e-commerce platforms such as Amazon and Flipkart, among others.

For more information please visit- <https://www.hindwareappliances.com/>

About Hindware Home Innovation Limited:

Hindware Home Innovation Limited (listed on NSE and BSE as HINDWAREAP), home to the iconic Brand Hindware, among the fastest-growing players in the Indian Consumer Appliances and a leader in the Building Products segment.

Under its Consumer Appliances business, the company offers a diverse range of products under the brand Hindware Smart Appliances. This includes chimneys, built-in hobs, cooktops, dishwashers, built-in microwave and ovens, sinks, fans, air coolers, water purifiers, water heaters, and room heaters.

In a joint venture with Groupe Atlantic of France, under Hintastica Private Limited (HPL), the company manufactures water heating solutions to further tap the opportunities in the fast-growing water heater segment and electrical heating segment in India and the SAARC region.

For further information on the company, please visit <https://www.hindwarehomes.com/>

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