

Hindware Appliances strengthens its Fans and Air coolers portfolio with a new summer collection

India, May 16, 2022: Hindware Appliances recently launched a range of products under its Air Coolers and Fans category with an aim of expanding the existing product portfolio for air cooling solutions during this summer season.

The new product array includes Hindware 'Powerstorm' range of air coolers which comes equipped with features such as honeycomb pads along with Bacto-Shield technology, 4-way air deflection, a powerful motor that offers the highest air delivery of 5500 m³/hr, and come with an exclusive 5 leaf 18" aluminum blade design the one-of-a-kind in the industry. The addition of Hindware Powerstorm air coolers to the existing range of air coolers, which include models with advanced IoT enabled technology has made the portfolio strong and competitive.

In parallel, Hindware Appliances within a short span of introducing fans, currently has a wide portfolio of more than 250 SKUs and the brand recently added a wide range of super premium, premium, and energy saving ceiling fans as well as a range of portable, pedestal and wall fans. The new lineup is available in a variety of colors, equipped with aerodynamic blades, an elegant premium finish, and silent operation features. The Premium range of fans comes with easy-to-clean dust resistant blades, a high-performance motor, and double ball-bearing for smooth operation and high-delivery operation.

The super-premium fans Hindware Juvo & Hindware Delito, models come with a minimalistic design in an electroplated antique finish that complements the interiors of a modern household. They also offer high air delivery and even air distribution.

Commenting on the impressive growth of the portfolio and response to existing offerings Mr. **Rakesh Kaul, CEO and Whole-Time Director, Somany Home Innovation Ltd.** said, *"We continue to invest strongly in R&D to gather customer insights which direct our innovations in introducing products in the market. The enthusiastic response and interest in our cooling appliances portfolio has encouraged us to further expand the line of offerings while adding more SKUs to the Eco Deco as well as a Premium range of fans. In the Air coolers category, we will continue to focus on the Powerstorm range. Moreover, with the ongoing heatwave, we expect an overall increase in the demand for both Air Coolers and Fans across regions in the country."*

Further, underlining the importance of sustainability in current customer demographics and as per industry trends, Mr. Kaul highlighted that, *"introducing products with BEE star rating, and products that are environmentally friendly and help in saving energy will be key focus areas for the brand."*

The company has a strong distribution network of over 430 distributors for both fans and air coolers category and aims to strengthen this further by adding 200 additional distributors across regions for a wider reach via at least 25,000 retailers in the next 2 years.

The key markets for these categories include North and West regions with an added focus on states such as Uttar Pradesh, Gujarat, and Delhi-NCR.

About the company:

Somany Home Innovation Limited (SHIL), vastly recognized by its Brand Hindware, is the fastest growing player in the Indian Consumer Appliances and a leader in the Building Products segment. SHIL is focused on servicing end-consumers and is involved in manufacturing, branding, marketing, sales & distribution, and service of various product categories.

The Hindware Appliances business consists of a selection of household appliances such as kitchen appliances: kitchen chimneys, cooker hoods, built-in hobs, cooktops, built-in ovens, sinks, water purifiers, air coolers, and ceiling fans under their portfolio. SHIL is in a Joint venture with one of the most prominent heating solutions



companies Groupe Atlantic (France) and offers water heaters and room heaters under the brand Hindware Atlantic to the Indian market. It also has a strategic tie-up with the Italian company, Formenti & Giovenzana in the furniture and kitchen fittings segment.

SHIL through its wholly-owned subsidiary, Brilloca Limited is a complete bathroom solution company with sanitaryware, faucets, premium tiles, and plastic pipes and fittings businesses.

For further information on the Company, please visit www.shilgroup.com and www.hindwareappliances.com.

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