

Hindware Home Innovation Limited Expands Distribution Network in Madhya Pradesh and Chhattisgarh

Or

Hindware Home Innovation Limited joins hands with XXX to expand its presence in Madhya Pradesh and Chhattisgarh

National, XX December 2023: Hindware Home Innovation Limited, one of the fastest-growing consumer appliances brands in India has announced a strategic network expansion in Madhya Pradesh and Chhattisgarh. This dealer partnership is for the ceiling fans and air coolers category, in Indore territory expanding over the entire Malwa and Nimar region.

The newly associated distributor XXXX has an impressive business tenure of 40 years with a substantial turnover and operates across various business categories, primarily dealing in 'Home and Small Appliances'. With, the distributor boasts an extensive dealer and retail network spans over 1000 retailers, making them a key player in the region.

Commenting on the announcement, **Mr. Salil Kapoor, CEO, Hindware Home Innovation Limited** said, *"Both Madhya Pradesh and Chhattisgarh are important markets to us and significantly contribute to our overall revenue. To accelerate the growth, we are thrilled to partner with XXX. This strategic partnership reflects our commitment to enhancing accessibility and ensuring our innovative home solutions reach every corner. As we add 30 new distributors to our family by March 2024, we are confident that this collaboration will not only strengthen our market presence but also contribute significantly to the growth of the home appliances sector in these vibrant regions."*

Hindware Home Innovation Limited has witnessed a remarkable market share of 600 Cr and 150 Cr for the fans and air coolers respectively from these regions. Considering the dominant position in the market, the brand is poised to grow and capitalize on the increasing demand for the products. At present, Hindware Home Innovation Limited enjoys a robust retail network of more than 2000 outlets and 32 existing distributors for the fan category in both regions. Additionally, the brand has a substantial presence on popular e-commerce platforms such as Amazon and Flipkart, among others.

About Hindware Home Innovation Limited

Hindware Home Innovation Limited (listed on NSE and BSE as HINDWAREAP), home to the iconic Brand Hindware, is one 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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